

# Amazon E-Commerce Professional Course (3 Months)

**Course Type:** Certification

**Duration:** 3 Months (12 Weeks)

**Class Frequency:** 2 Classes/Week (2 Hours Each)

**Mode:** On-Campus / Hybrid

---

## Course Objectives

- Develop complete expertise in Amazon business models (Wholesale, Private Label, Affiliate, VA)
  - Learn product research, sourcing, listing, and scaling strategies
  - Master Amazon PPC and data-driven decision-making
  - Build freelancing and global earning opportunities
- 

## Week-wise Course Plan

### Week 1: Amazon Ecosystem Overview

#### Topics:

- Introduction to Amazon marketplace
- Business models (Wholesale, PL, Arbitrage, Dropshipping)
- Amazon policies & fee structure

#### Learning Outcome:

Understanding Amazon business fundamentals

#### Assignment:

- Compare 3 Amazon business models
  - List key Amazon fees
- 

### Week 2: Wholesale Business Fundamentals

#### Topics:

- Wholesale model overview
- Product research basics
- Market demand & competition

#### Learning Outcome:

Identify profitable wholesale products

#### Assignment:

- Find 3 potential wholesale products
- 

### **Week 3: Product Research Tools**

#### **Topics:**

- Helium 10, Jungle Scout, Keepa
- ROI & profit estimation
- Replenishable products

#### **Learning Outcome:**

Data-driven product selection

#### **Assignment:**

- Analyze 2 products with tools
- 

### **Week 4: Brand & Category Approvals**

#### **Topics:**

- Gated categories
- Brand approvals
- Invoice requirements

#### **Learning Outcome:**

Approval process understanding

#### **Assignment:**

- Draft approval application scenario
- 

### **Week 5: Supplier Sourcing & Negotiation**

#### **Topics:**

- Finding suppliers
- Outreach emails
- Negotiation strategies

#### **Learning Outcome:**

Build supplier relationships

#### **Assignment:**

- Write a supplier outreach email
-

## **Week 6: Listing & Inventory Management**

### **Topics:**

- Listing creation
- Pricing strategies
- Inventory forecasting

### **Learning Outcome:**

Manage product listings effectively

### **Assignment:**

- Create a sample product listing
- 

## **Week 7: FBA Logistics & Operations**

### **Topics:**

- Shipment plans
- Packaging & labeling
- Inventory management

### **Learning Outcome:**

Operate Amazon FBA system

### **Assignment:**

- Create shipment workflow
- 

## **Week 8: Private Label Business**

### **Topics:**

- PL vs Wholesale
- Product research & differentiation
- Brand creation

### **Learning Outcome:**

Build branded products

### **Assignment:**

- Identify a PL product idea
- 

## **Week 9: Product Launch & Branding**

### **Topics:**

- Product launch strategy
- Keyword optimization
- A+ Content

**Learning Outcome:**

Launch and rank products

**Assignment:**

- Create launch strategy plan
- 

**Week 10: Amazon PPC Advertising**

**Topics:**

- Campaign types
- Keyword research
- Bidding strategies

**Learning Outcome:**

Run profitable ad campaigns

**Assignment:**

- Design PPC campaign structure
- 

**Week 11: Affiliate Marketing & Traffic**

**Topics:**

- Amazon Affiliate system
- Niche selection
- Content & traffic strategies

**Learning Outcome:**

Generate passive income

**Assignment:**

- Create affiliate content plan
- 

**Week 12: Amazon VA & Freelancing**

**Topics:**

- VA role & skills
- Freelancing platforms (Upwork, Fiverr)

- Client handling & growth

**Learning Outcome:**

Start freelancing career

**Final Assignment:**

- Create VA profile + service offering
- 

**Assessment Structure**

- Class Participation: 10%
  - Assignments: 30%
  - Quizzes: 20%
  - Final Project: 40%
- 

**Final Project**

Students will:

- Select one Amazon model (Wholesale / PL / Affiliate / VA)
- Build a complete business plan
- Present strategy + execution roadmap