



**Note:** *This course outline and schedule are tentative and may be adjusted by the instructor depending on class progress and circumstances.*

# Amazon VA Course Outline

## Course Details

Course Type: [Certification](#)

Course Duration: [2 months](#)

Class Frequency: [2 classes/week, 2 hours each](#)

Mode of Delivery: [On-Campus](#)

## Course Objectives

This course aims to equip students with a solid understanding of key concepts and principles within the subject area. Students will learn to apply this knowledge in practical scenarios, enhancing their problem-solving and critical thinking skills. The course also emphasizes effective communication, collaboration, and the responsible use of technology. By the end, students will be prepared for further academic study or professional application of what they've learned

## Week-wise Course Plan

Week	Topics Covered	Learning Objectives	Activities / Assignments
1	<p><b>Introduction to E-Commerce &amp; Amazon</b></p> <ul style="list-style-type: none"> <li>Understanding E-Commerce: Definition, Scope, and Global Impact</li> <li>Why Amazon? A Look at the World's Largest Online Marketplace</li> <li>Key Opportunities in Amazon Selling for Individuals &amp; Businesses</li> </ul> <p><b>Role of a Virtual Assistant (VA) in E-Commerce</b></p> <ul style="list-style-type: none"> <li>What is a Virtual Assistant? Roles &amp; Responsibilities</li> <li>Importance of VA in Amazon &amp; E-Commerce Businesses</li> <li>Skills &amp; Tools, Every Amazon VA Must Know</li> </ul> <p><b>Amazon Business Models Explained</b></p> <ul style="list-style-type: none"> <li><b>FBA (Fulfillment by Amazon):</b> How It Works &amp; Who It's For</li> <li><b>FBM (Fulfillment by Merchant):</b> Pros, Cons &amp; Use Cases</li> </ul>	<p>Students will understand the basics of e-commerce and Amazon's global role. They will learn the duties and importance of a Virtual Assistant in online businesses. Key Amazon business models like FBA, FBM, wholesale, private label, Dropshipping, and affiliate marketing will be explained. By course end, students will be equipped with the skills to work as Amazon VAs or start their own online ventures.</p>	<p><b>Comparison Task:</b> Choose two Amazon business models (e.g., FBA vs. Dropshipping) and list their pros, cons, and ideal use cases.</p> <p><b>Research Task:</b> Identify three key responsibilities of an Amazon Virtual Assistant and the tools commonly used for each.</p>

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	<ul style="list-style-type: none"> <li>• <b>Wholesale Model:</b> Working with Brands &amp; Distributors</li> <li>• <b>Private Label:</b> Building Your Own Brand on Amazon</li> <li>• <b>Dropshipping:</b> Risk, Rewards &amp; Compliance</li> <li>• <b>Amazon Affiliate Marketing:</b> Earning Through Product Referrals</li> </ul>		
2	<p><b>Product Hunting – Finding Winning Products for Amazon</b></p> <ul style="list-style-type: none"> <li>• <b>Introduction to Product Research</b> <ul style="list-style-type: none"> <li>○ What Makes a "Winning Product"?</li> <li>○ Importance of Niche Selection and Market Gaps</li> </ul> </li> <li>• <b>Product Research Techniques &amp; Tools</b> <ul style="list-style-type: none"> <li>○ Using <b>Google Trends</b> for Market Validation</li> <li>○ The <b>Minus String Formula</b> for Advanced Product Filtering</li> <li>○ Exploring <b>Amazon Suggestion Expander</b> for Niche Ideas</li> <li>○ <b>Spying on Competitor Brands</b> to Analyze Their Success Strategy</li> <li>○ Leveraging <b>Amazon Category &amp; Sub-Category Tabs</b> for Inspiration</li> </ul> </li> <li>• <b>Evaluating Product Potential</b> <ul style="list-style-type: none"> <li>○ Analyzing <b>Product Demand</b> using Sales Data &amp; Search Trends</li> <li>○ Understanding <b>Keyword Search Volume</b> for Ranking Potential</li> <li>○ Assessing <b>Product Stability:</b> Seasonality vs Evergreen Products</li> </ul> </li> </ul>	Students will learn how to find profitable products for Amazon through smart research. They will explore tools and techniques to spot trends, gaps, and high-demand items. By the end, they'll know how to evaluate product potential using real data.	<p><b>Practical Task:</b> Use Google Trends to validate the demand for a product idea.</p> <p><b>Research Task:</b> Explore Amazon category tabs and list three product ideas, explaining why each has potential based on niche demand and competition.</p>
3	<p><b>Advanced Product Research Tools &amp; Regional Strategies</b></p> <p><b>Essential Amazon Product Research Tools</b></p> <ul style="list-style-type: none"> <li>• <b>Helium 10 Overview</b> <ul style="list-style-type: none"> <li>○ Black Box, Xray, Cerebro, Magnet Usage</li> <li>○ Analyzing Competitor Data &amp; Keyword Opportunities</li> </ul> </li> <li>• <b>Jungle Scout Overview</b></li> </ul>	Students will gain hands-on knowledge of advanced Amazon product research tools like Helium 10, Jungle Scout, and Keepa. They'll learn how to analyze competitor data, keyword trends, and sales history. The course will also teach how to apply market-specific criteria for the USA and UK, including BSR, pricing, profit margins, and FBA fees.	<p><b>Tool Practice Task:</b> Use Helium 10 or Jungle Scout to find a product and note its BSR, price, and competition level for both USA and UK markets.</p> <p><b>Analysis Task:</b> Compare two similar products using Keepa to</p>

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	<ul style="list-style-type: none"> <li>○ Product Database &amp; Tracker</li> <li>○ Opportunity Finder &amp; Listing Analyzer</li> <li>● <b>Keepa</b> <ul style="list-style-type: none"> <li>○ Price History Tracking</li> <li>○ Sales Rank Trends &amp; Product Stability Insight</li> </ul> </li> </ul> <p><b>Product Research Techniques &amp; Criteria (USA vs UK Market)</b></p> <ul style="list-style-type: none"> <li>● Price Range, BSR (Best Seller Rank), Profit Margin</li> <li>● Competition Analysis (Review Count, Listing Quality)</li> <li>● Product Size &amp; FBA Fee Considerations</li> </ul>		<p>assess their price history and sales rank trends for long-term stability.</p>
4	<p><b>Keyword Research &amp; Custom Filtering</b></p> <ul style="list-style-type: none"> <li>● How to Extract Keywords for a Product</li> <li>● Tools: Helium 10 (Cerebro, Magnet), Google, Amazon Autosuggest</li> </ul> <p><b>Understanding &amp; Identifying the Main Keyword</b></p> <ul style="list-style-type: none"> <li>● What is the Main Keyword?</li> <li>● How to Recognize and Validate It Using Data</li> </ul> <p>Types of Keywords in Amazon SEO</p> <ul style="list-style-type: none"> <li>● Super-Relevant Keywords: Highly focused, niche-specific keywords with strong buyer intent</li> <li>● Semi-Relevant Keywords: Broader keywords that still attract relevant traffic</li> </ul> <p><b>Custom Filters &amp; Sorting</b></p> <ul style="list-style-type: none"> <li>● Setting Up Filters for BSR, Search Volume, Competing Products, etc.</li> <li>● Using Keyword Filters to Identify Hidden Product Opportunities</li> </ul> <p><b>Product Sourcing &amp; Supplier Communication</b></p> <p>Getting Started with Sourcing Platforms</p> <ul style="list-style-type: none"> <li>● Signing Up on Alibaba and Other Wholesale (WS) Marketplaces</li> <li>● Navigating Supplier Pages and Product Listings</li> </ul> <p><b>Choosing the Right Supplier</b></p> <ul style="list-style-type: none"> <li>● Supplier Verification &amp; Criteria</li> </ul>	<p>Students will learn how to perform keyword research using tools like Helium 10 and identify high-converting main and niche keywords. They'll also understand how to apply custom filters to discover hidden product opportunities. In addition, they will gain practical knowledge of sourcing from platforms like Alibaba, evaluating and communicating with suppliers, and managing shipping and order placement.</p>	<p><b>Keyword Task:</b> Use Helium 10 (Cerebro or Magnet) to extract keywords for a chosen product and identify the main keyword based on search volume and relevance.</p> <p><b>Sourcing Task:</b> Find a product on Alibaba, evaluate at least two suppliers based on response rate, MOQ, and Trade Assurance, and draft a sample RFQ message.</p>

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	<ul style="list-style-type: none"> <li>Evaluating Gold Supplier Status, Response Rate, MOQ, etc.</li> </ul> <p><b>Effective Communication with Suppliers</b></p> <ul style="list-style-type: none"> <li>How to Send a Professional Request for Quotation (RFQ)</li> </ul> <p><b>Understanding Trade Assurance</b></p> <ul style="list-style-type: none"> <li>Benefits of Using Trade Assurance for Safer Transactions</li> </ul> <p><b>Shipping Methods &amp; Incoterms</b></p> <ul style="list-style-type: none"> <li>Air Freight, Sea Freight, Express Shipping</li> <li>Key Incoterms: EXW, FOB, CIF, DDP Explained</li> </ul> <p><b>Working with Freight Forwarders</b></p> <ul style="list-style-type: none"> <li>How to Contact a Freight Forwarder</li> <li>Documents Required &amp; Process Flow</li> </ul> <p><b>Negotiation &amp; Order Placement</b></p> <ul style="list-style-type: none"> <li>How to Negotiate Price, Lead Time &amp; Packaging</li> <li>Finalizing and Placing an Order Securely</li> </ul>		
5	<p><b>Amazon Listing Creation &amp; Optimization</b></p> <p><b>How to Create Amazon Seller Account</b></p> <p><b>Understanding Amazon Listings</b></p> <ul style="list-style-type: none"> <li>Key Components: Title, Bullet Points, Description, Backend Keywords, Images</li> <li>Importance of a Well-Structured Listing for SEO &amp; Conversions</li> </ul> <p><b>How to Create a Listing on Amazon</b></p> <ul style="list-style-type: none"> <li>Step-by-Step Process in Seller Central</li> <li>Product ID (UPC/EAN), Category Selection, Variation Setup</li> <li>Inventory, Pricing, and Condition Details</li> </ul> <p><b>Listing Optimization Tools &amp; Techniques</b></p> <ul style="list-style-type: none"> <li>Using Tools Like Helium 10, Jungle Scout</li> <li>Optimizing Keywords, Titles, Bullets, and Search Terms</li> <li>Image Guidelines, Infographics &amp; Competitor</li> </ul> <p><b>Understanding EBC / A+ Content</b></p> <ul style="list-style-type: none"> <li>What is Enhanced Brand Content (EBC) / A+ Content?</li> <li>Designing High-Impact A+ Modules</li> </ul>	<p>Students will learn how to create and optimize Amazon product listings for better visibility and conversions. They'll understand key elements like titles, keywords, and images, and how to use tools like Helium 10. The course also covers Enhanced Brand Content (A+), buying UPCs from GS1, and setting up FBA shipment plans in Seller Central.</p>	<p><b>Listing Task:</b> Create a mock Amazon product listing including title, bullet points, description, and backend keywords using keyword research tools.</p> <p><b>Practical Task:</b> Outline the steps to set up a basic FBA shipment plan in Seller Central, including box details, labels, and prep requirements.</p>

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	<p><b>How to Buy a UPC from GS1</b></p> <ul style="list-style-type: none"> <li>• Why GS1 is the Trusted Source</li> <li>• Step-by-Step Guide to Buying and Using a UPC Code</li> <li>• Common Mistakes to Avoid with Third-Party UPC Sellers</li> </ul> <p><b>Creating a Shipment Plan</b></p> <ul style="list-style-type: none"> <li>• Setting Up FBA Shipment Plan in Seller Central</li> <li>• Box Dimensions, Labels, Prep Requirements</li> <li>• Inbound Shipment Tracking and Fulfillment Center Allocation</li> </ul>		
6	<p><b>Amazon PPC (Pay-Per-Click) Advertising</b></p> <p><b>What is Amazon PPC?</b></p> <ul style="list-style-type: none"> <li>• Introduction to Amazon's Sponsored Ads Model</li> <li>• Importance of PPC in Product Visibility &amp; Ranking</li> </ul> <p><b>Types of Advertising Campaigns</b></p> <ul style="list-style-type: none"> <li>• Sponsored Products</li> <li>• Sponsored Brands</li> <li>• Sponsored Display</li> </ul> <p><b>Manual vs Automatic Campaigns</b></p> <p><b>Understanding the Buy Box</b></p> <ul style="list-style-type: none"> <li>• What is the Buy Box and Why It Matters in PPC?</li> <li>• Factors Influencing Buy Box Eligibility</li> <li>• Relationship Between Buy Box &amp; Ad Performance</li> </ul> <p><b>What is Product Launch &amp; Ranking?</b></p> <ul style="list-style-type: none"> <li>• Importance of Visibility in First 30 Days</li> <li>• Difference Between Ranking &amp; Conversion</li> </ul> <p><b>Effective Launch Strategies</b></p> <ul style="list-style-type: none"> <li>• Giveaways &amp; Product Seeding</li> <li>• PPC-Driven Launches</li> <li>• Influencer &amp; External Traffic Boost</li> </ul> <p><b>Lightning Deals, Coupons &amp; Promotions</b></p>	<p>Students will understand how Amazon PPC advertising works and its role in product visibility and ranking. They'll learn the differences between campaign types, Buy Box dynamics, and effective product launch strategies. The course also covers promotions, brand protection, and essential tax and registration requirements for sellers in different regions.</p>	<p><b>PPC Task:</b> Create a basic Sponsored Product campaign structure, choosing between manual or automatic targeting and explaining your choice.</p> <p><b>Brand Protection Task:</b> List the steps to apply for Amazon Brand Registry and explain two key benefits it provides to sellers.</p>

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	<ul style="list-style-type: none"> <li>• Setting Up Lightning Deals in Seller Central</li> <li>• Best Practices for Coupons &amp; Percentage-Off Offers</li> <li>• Timing Promotions for Maximum Ranking Impact</li> </ul> <p><b>Brand Protection, Registry &amp; Taxation Essentials</b></p> <ul style="list-style-type: none"> <li>• <b>Trademark &amp; Brand Registry</b> <ul style="list-style-type: none"> <li>○ How to Apply for a Trademark</li> <li>○ Eligibility &amp; Benefits of Amazon Brand Registry</li> <li>○ Protection Against Hijackers &amp; Access to A+ Content</li> </ul> </li> <li>• <b>Taxation &amp; Business Registration</b> <ul style="list-style-type: none"> <li>○ Business Setup Requirements in Pakistan, UK, and USA</li> <li>○ EIN, VAT, and Sales Tax Overview</li> </ul> </li> </ul>		
7	<p><b>Getting Started as a Freelance Amazon VA</b></p> <p><b>What is a Virtual Assistant (VA) for Amazon Sellers?</b></p> <ul style="list-style-type: none"> <li>• Services You Can Offer (Product Research, Sourcing, PPC, Listing Optimization, etc.)</li> </ul> <p><b>Introduction to Freelancer Platforms</b></p> <ul style="list-style-type: none"> <li>• Overview of Platforms: Upwork, Fiverr, Freelancer.com, LinkedIn</li> <li>• How to Choose the Right Platform for Your Skill Set</li> </ul> <p><b>How to Create a Freelance Account</b></p> <ul style="list-style-type: none"> <li>• Step-by-Step Profile Creation (With Tips for Optimization)</li> <li>• Setting Up Portfolios, Gigs, Descriptions &amp; Keywords</li> <li>• Profile Dos and Don'ts to Attract Clients</li> </ul> <p><b>Client Communication (Local &amp; International)</b></p> <ul style="list-style-type: none"> <li>• Professional Writing &amp; Communication Etiquette</li> <li>• Tools for Communication: Zoom, Slack, Google Meet, WhatsApp</li> </ul>	<p>Students will learn how to start a career as a freelance Amazon Virtual Assistant by offering key services like product research and PPC. They'll understand how to set up optimized profiles on platforms like Upwork and Fiverr. The course also teaches client communication, pricing strategies, and how to grow as a professional VA.</p>	<p><b>Profile Task:</b> Create a sample freelance profile for a platform like Upwork or Fiverr, including a gig description and relevant keywords.</p> <p><b>Pricing Task:</b> Research and list standard hourly and project-based rates for Amazon VAs in your region, and explain how you would set your starting rate.</p>

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	<ul style="list-style-type: none"> <li>Handling Time Zones, Languages &amp; Expectations</li> </ul> <p><b>What to Charge Clients as a VA</b></p> <ul style="list-style-type: none"> <li>Hourly vs Project-Based Pricing</li> <li>Standard Rate Ranges Based on Skill &amp; Region</li> <li>How to Increase Your Rate Over Time</li> </ul>		
8	<p><b>Business Growth &amp; Traffic Strategies</b></p> <p><b>Amazon Case Handling</b></p> <ul style="list-style-type: none"> <li>What is a Case in Amazon Seller Central?</li> <li>Common Case Types (Listing Issues, FBA Inbound Problems, Returns, Account Health, etc.)</li> <li>How to Open, Track, and Respond to Cases Professionally</li> <li>Tips for Faster Resolution and Communication Templates</li> </ul> <p><b>Wholesale &amp; Private Label: Business Growth Ideas</b></p> <p><b>Wholesale Growth Strategies</b></p> <ul style="list-style-type: none"> <li>Brand Outreach &amp; Gated Category Opportunities</li> <li>Bulk Discounts &amp; Multi-Pack Bundles</li> <li>Direct-to-Retailer Supply</li> </ul> <p><b>What It Is &amp; Why It Matters</b></p> <ul style="list-style-type: none"> <li>What is External Traffic in E-Commerce?</li> <li>Benefits of External Traffic for Ranking and Brand Awareness</li> <li>How to Track External Traffic</li> </ul>	Students will learn how to handle Amazon Seller Central cases professionally and resolve common issues efficiently. They'll explore growth strategies for wholesale and private label businesses, including brand outreach and bundling. The course also covers the role of external traffic in boosting product ranking and brand visibility.	<p><b>Case Handling Task:</b> Draft a sample message to open a case in Amazon Seller Central for a listing issue, using professional tone and structure.</p> <p><b>Growth Strategy Task:</b> List two wholesale and two private label strategies to grow an Amazon business, explaining how each can improve sales or visibility.</p>

## Assessment Structure

<i>Component</i>	<i>Weightage</i>
Class Participation	10%
Quizzes	20%
Assignments	30%
Final Project / Exam	40%

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## **Final Project**

Students will select a winning product, conduct keyword and supplier research, and create a complete Amazon listing.

They will design a basic PPC launch strategy and submit a report or presentation showcasing their process. This project demonstrates practical knowledge of Amazon selling and VA skills.

## **Recommended Resources**

- Helium 10
- Jungle Scout
- Keepa

## **Attendance Policy**

- 80 % Attendance is mandatory for certification.
- Late submissions may result in grade deductions.

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