

Lesson Plan

Module: e-commerce

Learning Unit: Your Facebook shop

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> - Use the social tool Facebook to support and improve the business - Increase their ability to use the e-commerce functionality of Facebook 	<p>Benchmark</p> <p>e-commerce</p>
<p>Level</p> <p>Basic</p>	<p>Framework</p> <p>Empower</p>
<p>Professional micro-learning outcomes</p> <p>Learners will</p> <ul style="list-style-type: none"> - Develop new expertise in the branch of social network and in particular e-commerce - Acquire skills in managing business social account (credentials, permissions...) - Analyse their own business and products, to understand the right catalogue to be put on the on line selling - Reflect on the more appropriate features and look to be added to the on line Facebook Shop 	
<p>Micro-learning activities</p> <p>Learners will:</p> <ul style="list-style-type: none"> - Watch the video: Your facebook shop - Go through the webpage guide to get some more info Influencer marketing hub 	