Lesson Plan

Module: e-commerce

Learning Unit: how do I sell my services online

Desired Core professional goal	Benchmark
Learners will be able to - Understand the difference between the selling of goods and of services on line - Set up an online platform for selling services on line	e-commerce
Level Basic	**Framework** Empower

Professional micro-learning outcomes

Learners will

- Increase their knowledge on the features of the online shop for services
- Develop a plan for creating managing and customising the selling of their services, through various platform

Micro-learning activities

Learners will:

- Watch the video empower_how to sell services on line
- Perform a for free trial of an online shop for services on one of these platform: Mailchimp, shopify, Squarespace (…)