



**DIGITAL SKILLS**  
... AUTHORITY ...

# E-LEARNING COURSE COMPARISON

*Which Course is right for me?*



Compare: COB Certified <b>MANAGER</b> Course Options	Course content and benefits					
	COB Certified E-Commerce Manager	COB Certified E-Business Manager	COB Certified E-Business + E-Commerce Manager Combination	COB Certified Digital Marketing Manager	COB Certified E-Commerce + Digital Marketing Manager	All three Combined COB Certified Manager Programs
Access to cutting-edge interactive E-learning, quizzes and exercises (content updated quarterly)	90-days	90-days	120-days	90-days	120-days	180-days
Live or Recorded Webinars	X	X	X	✓	✓	✓
Introduction to AI in Business	X	✓	✓	X	X	✓
Introduction to AI for E-Commerce	✓	✓	✓	X	✓	✓
Introduction to AI for Marketing	✓	✓	✓	✓	✓	✓
E-Business Strategy and Planning	X	✓	✓	X	X	✓
E-Business Revenue Models and Opportunities	X	✓	✓	X	X	✓
E-Risk and Project Management	X	✓	✓	X	X	✓
E-Commerce Opportunities and Risk	✓	✓	✓	X	✓	✓
E-Commerce Strategy and Planning	✓	✓	✓	X	✓	✓
How to Accept Secure Web and Mobile Payments	✓	✓	✓	X	✓	✓
How to Avoid Chargebacks and Fraud	✓	✓	✓	X	✓	✓
Product Planning, Strategy and Shipping	✓	✓	✓	X	✓	✓
Introduction to Marketing and Digital Marketing Strategy	✓	✓	✓	✓	✓	✓
Digital Advertising Strategy	X	X	X	✓	✓	✓
Emerging Technologies for Digital Marketing	X	X	X	✓	✓	✓
Digital and E-Business Branding	✓	✓	✓	✓	✓	✓
Introduction to Social Media Marketing	✓	✓	✓	✓	✓	✓
Audience Profiling and Effective Messaging	✓	✓	✓	✓	✓	✓
Social Media Marketing Strategy and your Social Media Game Plan™	X	X	X	✓	✓	✓
Best Practice Email Marketing and Strategy	✓	✓	✓	✓	✓	✓
Introduction to Online Advertising	✓	✓	✓	✓	✓	✓
Affiliate Marketing	✓	✓	✓	✓	✓	✓
Introduction to Analytics for Managers	X	X	X	✓	✓	✓
Pay-Per-Click Advertising	Introduction	Introduction	Introduction	Intermediate	Intermediate	Intermediate
Content Planning and Information Architecture Workshop	✓	✓	✓	✓	✓	✓
Wireframing Workshop (Optimizing Web Page Layouts)	✓	✓	✓	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓	✓	✓	✓
Sales Psychology and Selling Over the Internet	✓	✓	✓	X	✓	✓
Web Writing and SEO Workshop	✓	✓	✓	✓	✓	✓
Cost and Time-Saving Planning Templates - Digital Format	✓	✓	✓	✓	✓	✓
Downloadable Course Workbooks	6 Books	6 Books	6 Books	6 Books	8 Books	9 Books
Downloadable Product Categorization Exercise Kit	✓	X	✓	X	✓	✓
Useful Cost & Time Saving Templates	✓	✓	✓	✓	✓	✓
‘Masters in E-Business Management’ – Part One	✓	✓	✓	✓	✓	✓
Digital Skills Authority Exam Administration & Certification Fees	✓	✓	✓	✓	✓	✓
E-Credential Secured with Blockchain (if successful in exam)	✓	✓	✓	✓	✓	✓
COURSE COSTS	\$1,350	\$1,350	\$1,695	\$2,950	\$2,950	\$4,950
Exam Invigilation at ‘Authorized Testing Centre ’with Remote (Virtual) Exam Invigilation with Digital Skills Authority	Additional Fees Apply					

Compare: COB Certified <b>PROFESSIONAL</b> Course Options	Course content and benefits					
	COB Certified Web Merchandiser	COB Certified Content Strategist	COB Certified Web Writer	COB Certified Category Manager for E-Commerce	COB Certified Marketing Executive	COB Certified Marketplace Trader
Access to cutting-edge interactive E-learning, quizzes and exercises (content updated quarterly)	12 weeks	4 weeks	2 weeks	8 weeks	12 weeks	Contact us
Live or Recorded Webinars	X	X	X	✓	✓	Contact us
Introduction to AI for Web Merchandising	✓	X	X	✓	X	X
Introduction to AI for Marketing	X	X	X	✓	✓	X
Sales Psychology and Selling Over the Internet	✓	X	X	✓	X	✓
Web Merchandising for Maximum Sales	✓	X	X	✓	X	✓
Category Product and Shipping Workshop	✓	X	X	✓	X	X
Product and Category Management	X	X	X	✓	X	X
Selling on Marketplaces such as eBay & Amazon	X	X	X	X	X	✓
Maximizing Sales with Special Offers	✓	X	X	✓	X	X
Content Planning and Information Architecture Workshop	✓	✓	X	✓	✓	✓
Wireframing Workshop (Optimizing Web Page Layouts)	✓	✓	X	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓	✓	✓	✓
SEO Web Writing Workshop	✓	✓	✓	✓	✓	✓
Introduction to Marketing and Digital Marketing Strategy	X	X	X	✓	✓	X
Online Branding	X	X	X	✓	✓	X
Social Media Marketing and Strategy	X	X	X	✓	✓	X
Best-Practice Email Marketing and Strategy	X	X	X	✓	✓	X
Introduction to Online Advertising	X	X	X	✓	✓	X
Affiliate Marketing	X	X	X	✓	✓	X
Introduction to Analytics for Managers	X	X	X	✓	X	X
Intermediate Pay-Per-Click Advertising	X	X	X	✓	✓	X
Downloadable Practical Workbooks	3 books	2 books	1 book	3 books	6 books	X
Web Merchandiser Exercise Kit (includes downloadable versions)	✓	X	X	✓	X	X
Useful Cost & Time Saving Templates	✓	✓	X	✓	✓	✓
Digital Skills Authority Exam Administration & Certification Fees	X	X	X	✓	X	X
Exam Invigilation at 'Authorized Testing Center' or Remote (Virtual)	X	X	X	✓	X	X
Online Exam with Digital Skills Authority Included. (Additional fees apply for retakes)	✓	✓	✓	X	X	Contact us
E-Credential secured with Blockchain (if successful in exam)	✓	✓	✓	✓	✓	✓
COURSE COSTS	\$675	\$549	\$525	\$749	\$2,495	Contact us

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