



DIGITAL SKILLS
... AUTHORITY ...

E-LEARNING COURSE COMPARISON

Which course is right for me?

DSA
CERTIFICATE
IN ONLINE BUSINESS



Compare: COB Certified MANAGER 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	—	—	—	✓	✓	✓
Introduction to AI in Business	—	✓	✓	—	—	✓
Introduction to AI for E-Commerce	✓	✓	✓	—	✓	✓
Introduction to AI for Marketing	✓	✓	✓	✓	✓	✓
E-Business Strategy and Planning	—	✓	✓	—	—	✓
E-Business Revenue Models and Opportunities	—	✓	✓	—	—	✓
E-Risk and Project Management	—	✓	✓	—	—	✓
E-Commerce Opportunities and Risk	✓	✓	✓	—	✓	✓
E-Commerce Strategy and Planning	✓	✓	✓	—	✓	✓
How to Accept Secure Web and Mobile Payments	✓	✓	✓	—	✓	✓
How to Avoid Chargebacks and Fraud	✓	✓	✓	—	✓	✓
Product Planning, Strategy and Shipping	✓	✓	✓	—	✓	✓
Introduction to Marketing and Digital Marketing Strategy	✓	✓	✓	✓	✓	✓
Digital Advertising Strategy	—	—	—	✓	✓	✓
Emerging Technologies for Digital Marketing	—	—	—	✓	✓	✓
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™	—	—	—	✓	✓	✓
Best Practice Email Marketing and Strategy	✓	✓	✓	✓	✓	✓
Introduction to Online Advertising	✓	✓	✓	✓	✓	✓
Affiliate Marketing	✓	✓	✓	✓	✓	✓
Introduction to Analytics for Managers	—	—	—	✓	✓	✓
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	✓	✓	✓	—	✓	✓
Web Writing and SEO Workshop	✓	✓	✓	✓	✓	✓
Cost and Time-Saving Planning Templates - Digital Format	✓	✓	✓	✓	✓	✓
Downloadable Course Workbooks	8 Books	8 Books	9 Books	9 Books	11 Books	12 Books
Downloadable Product Categorization Exercise Kit	✓	—	✓	—	✓	✓
Useful Cost & Time Saving Templates	✓	✓	✓	✓	✓	✓
'Master in E-Business Management' - Part One	✓	✓	✓	✓	✓	✓
Digital Skills Authority Exam Administration & Certification Fees	✓	✓	✓	✓	✓	✓
E-Credential Secured with Blockchain (if successful in exam)	✓	✓	✓	✓	✓	✓
Exam Invigilation at 'Authorized Testing Centre' with Remote (Virtual) Exam Invigilation with Digital Skills Authority	Additional Fees Apply					

Compare: COB Certified PROFESSIONAL Course Options	Course Content and Benefits					
	COB Certified Web Merchandiser	COB Certified Content Strategist	COB Certified Web Writer	COB Certified Category Manager	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	—	—	—	✓	✓	Contact us
Introduction to AI for Web Merchandising	✓	—	—	✓	—	—
Introduction to AI for Marketing	—	—	—	✓	✓	—
Introduction to AI for Content	✓	✓	✓	✓	✓	✓
Sales Psychology and Selling Over the Internet	✓	—	—	✓	—	✓
Web Merchandising for Maximum Sales	✓	—	—	✓	—	✓
Category Product and Shipping Workshop	✓	—	—	✓	—	—
Product and Category Management	—	—	—	✓	—	—
Selling on Marketplaces such as eBay & Amazon	—	—	—	—	—	✓
Maximizing Sales with Special Offers	✓	—	—	✓	—	—
Content Planning and Information Architecture Workshop	✓	✓	—	✓	✓	✓
Wireframing Workshop (Optimizing Web Page Layouts)	✓	✓	—	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓	✓	✓	✓
SEO Web Writing Workshop	✓	✓	✓	✓	✓	✓
Introduction to Marketing and Digital Marketing Strategy	—	—	—	✓	✓	—
Online Branding	—	—	—	✓	✓	—
Social Media Marketing and Strategy	—	—	—	✓	✓	—
Best-Practice Email Marketing and Strategy	—	—	—	✓	✓	—
Introduction to Online Advertising	—	—	—	✓	✓	—
Affiliate Marketing	—	—	—	✓	✓	—
Introduction to Analytics for Managers	—	—	—	✓	—	—
Intermediate Pay-Per-Click Advertising	—	—	—	✓	✓	—
Downloadable Practical Workbooks	5 books	3 books	2 books	9 books	5 books	—
Web Merchandiser Exercise Kit (includes downloadable versions)	✓	—	—	✓	—	—
Useful Cost & Time Saving Templates	✓	✓	—	✓	✓	✓
Digital Skills Authority Exam Administration & Certification Fees	—	—	—	✓	—	—
Exam Invigilation at 'Authorized Testing Center' or Remote (Virtual)	—	—	—	✓	—	—
Online Exam with Digital Skills Authority Included. (Additional fees apply for retakes)	✓	✓	✓	—	—	Contact us
E-Credential secured with Blockchain (if successful in exam)	✓	✓	✓	✓	✓	✓

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