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BUSINESS DEVELOPMENT COURSES





Business Plan & Implementation

by ellearn@jomorc

in [Entrepreneurship Program](#)

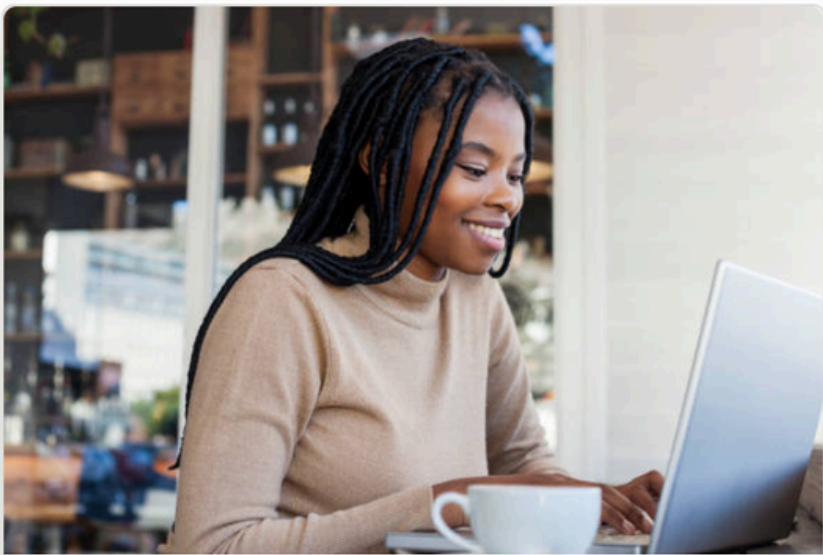
 50 Lessons

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MODULES:

- Introduction/Elements of a Business plan
- Market & Competitive Analysis
- Sections of the Business Plan
- Organisation Structure & Operations Management
- Marketing & Sales Strategy
- Financial Planning & Projections
- Legal & Regulatory Compliance
- Pitching & Communication of the plan
- Business Plan Evaluation & Feedback
- Case Studies & Practical Exercises



Business Registration & Legalisation

by [elearn@jomorc](#)

in [Entrepreneurship Program](#)

 58 Lessons

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MODULES:

- Importance & Overview
- Types of Business Structures in Nigeria
- The Art & Act of Business Registration
- Business Permits and Licenses
- Legal & Regulatory Requirements
- Taxation & Financial Obligations
- Tax Filing & Financial Reporting
- Business Contracts & Agreements
- Legal Risks & Dispute Resolution
- Industry-Specific Regulations
- Business Expansion & International Trade
- Free Trade Zones & Incentives
- Corporate Governance Practices



Business Documentation & Accounting

by ellearn@jomorc

in [Entrepreneurship Program](#)

 50 Lessons

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MODULES:

- Importance, Types, Format & Layout
- Business Correspondence & Communication techniques.
- Financial Documentation & Analysis
- Business Reports & Proposal Writing
- Daily Accounting & Financial Statements
- Financial Analysis & Ratios
- Budgeting & Forecasting
- Computerised Accounting Systems & Software for Business
- Data Security & Confidentiality
- Ethical and Legal Considerations



Real Estate & Construction
Enterprise

by ellearn@jomorc

in [Enterprise Development Courses](#)

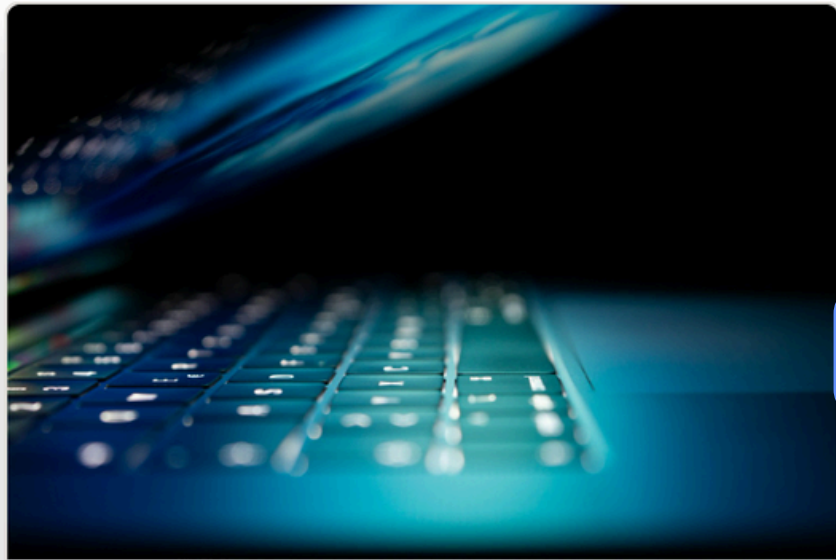
 41 Lessons

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MODULES:

- Industry Structure & Trends
- Stakeholders & Engagement Strategies
- Startup, Funding & Scaling
- Technological Inputs & Leverage
- Logistics & Supply Chain Management
- Management & Operational Framework
- Marketing & Sales Techniques
- Laws, Regulations & Compliance
- Pricing & Quality Control
- Examination of Top Industry Players



Technology & Security
Enterprise

by ellearn@jomorc

in [Enterprise Development Courses](#)

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MODULES:

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Oil & Gas Enterprise

by [elearn@jomorc](#)

in [Enterprise Development Courses](#)

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Green Energy Enterprise

by [elearn@jomorc](#)

in [Enterprise Development Courses](#)

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Food Processing & Packaging Enterprise

by ellearn@jomorc

in [Enterprise Development Courses](#)

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Fashion Design Enterprise

by ellearn@jomorc

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- Examination of Top Industry Players



Decoration & Events Planning Enterprise

by ellearn@jomorc

in [Enterprise Development Courses](#)

 43 Lessons

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Agribusiness Establishment & Management

by ellearn@jomorc

in [Enterprise Development Courses](#)

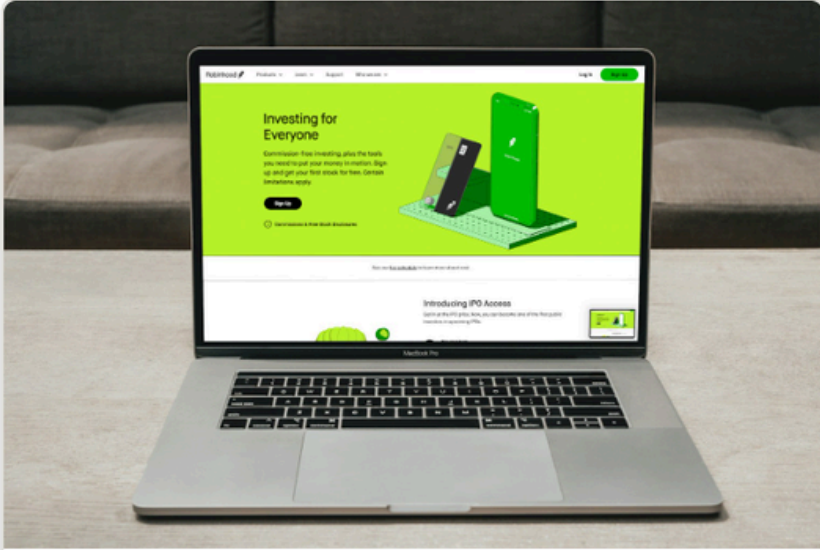
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FinTech & E-commerce
Enterprise

by ellearn@jomorc

in [Enterprise Development Courses](#)

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- Marketing & Sales Techniques
- Laws, Regulations & Compliance
- Pricing & Quality Control
- Examination of Top Industry Players



DIGITAL MARKETING COURSES





Website Optimisation & Marketing

by ellearn@jomorc

in [Digital Marketing Courses](#)

 60 Lessons

~~₦12,000.00~~ **₦9,000.00**

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MODULES:

- Purpose and Goals of a Website
- Features and Best Practices for Website Design
- Mastering User Research & Personas Drafting
- Visual Design Principles & Best Practices
- Mastering Website SEO Optimisation
- Responsive Design & Mobile Optimisation
- Google Analytics Account Setup & Property
- Google Analytics Reporting Interface
- Custom Dimensions, Metrics & Funnel Visualization
- UTM Parameters & Campaign ROI



Social Media Marketing

by [elearn@jomorc](#)

in [Digital Marketing Courses](#)

 56 Lessons

~~₦12,000.00~~ **₦9,000.00**

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MODULES:

- Overview of Major Social Media Platforms
- Goals and Objective Setting Mastery
- User-generated content & Community Engagement
- Social Media Advertising & Targeting
- Influencer Marketing & Partnerships
- Social Media Analytics & Reporting Tools
- Campaign Performance Measurement and Reports
- Key Social Media Metrics and Insights
- Facebook Marketing Mastery
- LinkedIn Marketing Mastery
- Twitter Marketing Mastery



Search Engine Marketing

by [elearn@jomorc](#)

in [Digital Marketing Courses](#)

 28 Lessons

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MODULES:

- Introduction to Search Engine Marketing
- Google Ads & Bing Ads Mastery
- Keyword Research tools and Analysis
- Long-Tail Keyword and Niche Targeting
- Compelling & Persuasive AD Copy Writing
- Best Practices for Ad Headlines & Descriptions
- Call-To-Action (CTA) Optimisation
- Ad Campaign Setup Mastery
- Performance & Conversion Tracking



Content Marketing

by ellearn@jomorc

in [Digital Marketing Courses](#)

 30 Lessons

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MODULES:

- The Role of Content Marketing in the Customer Journey
- Content Marketing Integration & Benefits
- Content Marketing Goals & Objectives
- Content Strategy & Editorial Calendar
- Blog Posts & Articles Mastery
- Videos, infographic and Multimedia Contents
- Compelling & Engaging Content Techniques
- Content Formatting, Structuring, Optimization & Promotion
- Content Monetisation & Analytics



Email Marketing

by ellearn@jomorc

in [Digital Marketing Courses](#)

 54 Lessons

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MODULES:

- Introduction & Strategies for Building an Email List
- Managing Subscriber Preferences and Segmentation
- Email Campaign Strategy & Timeline
- Email Content Dynamics & Goal Setting
- Compelling Email Copy Writing Techniques
- A/B Testing & Design Elements
- Responsive Email Design, Automation & Personalisation
- Email Marketing Metrics, & KPIs
- MailChimp & Hubspot Mastery
- Inbound Marketing Methodology



Mobile Marketing

by ellearn@jomorc

in [Digital Marketing Courses](#)

 33 Lessons

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MODULES:

- Definition, Trends, Scope & Landscape
- Mobile Advertising Formats
- Mobile Ads Targeting & Tracking
- Mobile App Marketing Techniques
- App Store Optimization Techniques
- In-App Advertising & Monetisation
- App User Acquisition & Retention
- SMS and MMS Marketing
- Building Subscribers List and Opt-ins
- SMS & MMS Automation Tools
- Location-Based Marketing Technologies
- Proximity Marketing & Analytics



Digital Analytics & Reporting

by ellearn@jomorc

in [Digital Marketing Courses](#)

 28 Lessons

~~₦10,000.00~~ **₦7,000.00**

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MODULES:

- Introduction to Digital Analytics
- Key Metrics and Measurements in Digital Analytics
- Tools & Platforms for Digital Analytics
- Analytics Tracking Codes & Types
- Tag Management Systems & Benefits
- Data Accuracy & Privacy Considerations
- Key Performance Indicators (KPIs) in Digital Marketing
- Analysing Website Traffic and User Behaviour
- Tracking & Attribution Modeling
- Reporting & Data Visualisation



Online Reputation Management

by [elearn@jomorc](#)

in [Digital Marketing Courses](#)

 30 Lessons

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MODULES:

- Introduction and Impacts of ORM
- Online Reputation Monitoring & Tracking Systems & Platforms
- Building & Managing Positive Online Presence
- Negative Feedback & Reviews Handling Techniques
- Strategies for Mitigating the Impact of Negative Reviews
- Online Crisis Management
- Measuring & Monitoring Reputation Metrics



Artificial Intelligence in Digital Marketing

by ellearn@jomorc

in [Digital Marketing Courses](#)

 38 Lessons

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MODULES:

- Introduction & Trends in Digital Marketing
- Voice Search & Virtual Assistance
- Artificial Intelligence Exploration
- Machine Learning Exploration
- AI & ML Applications in Digital Marketing
- Chatbots & Virtual Assistantas for Customer Engagements
- Augmented Reality (AR) & Virtual Reality (VR)
- Influencer Marketing Evolution
- Privacy & Data protection
- Omni-Channel Marketing Integration



Content Creation & Copywriting

by ellearn@jomorc

in [Digital Marketing Courses](#)

 66 Lessons

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MODULES:

- Content Types, Goals & Objectives.
- Writing for Different Platforms
- crafting Engaging Headlines & Hooks
- Copywriting Techniques
- Persuasive Arguments & Rhetoric
- Content Optimisation & SEOs
- Content Editing & Proofreading
- Content Strategy & Measurement
- Advanced Copywriting Techniques
- Visual and Multimedia Contents
- Writing for Different Audiences and Industries
- Content Promotion & Distribution
- Content Metrics & Analysis



Affiliate & CPA Marketing

by ellearn@jomorc

in [Digital Marketing Courses](#)

 46 Lessons

~~₦12,000.00~~ **₦9,000.00**

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MODULES:

- The Affiliate Marketing Ecosystem
- Types & Forms of Affiliate Marketing
- Introduction to CPA Marketing
- CPA Models & Payment Structures
- CPA offers & Networks
- Niches & Product Lines
- Creating and Monetising an Affiliate Website
- Driving Traffic to Affiliate Offers
- Tracking & Analytics for Affiliate Marketing
- Generating Leads & Driving Engagements
- Scaling and Automation in Affiliate & CPA Marketing.



Digital Marketing Fundamental

by ellearn@jomorc

in [Digital Marketing Courses](#)

 31 Lessons

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MODULES:

- Introduction & Importance
- Traditional vs. Digital Marketing
- Milestones & Technological Advancements
- The Role of Internet & Mobile Gadgets
- Benefits & Advantages of Digital Marketing
- Search Engine Marking & Search Engine Optimization
- Forms & Branches of Digital Marketing
- The Buyer's Journey & Digital TochPoints
- Leads & Customer Acquisition



CORPORATE **PROFESSIONAL** **COURSES**





Customer Service Essentials

by ellearn@jomorc

in [Corporate & Business Courses](#)

 42 Lessons

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MODULES:

- Introduction to Customer Service
- Customer Needs Assessment & Anticipation
- Effective Communication Skills
- Strategy for Building Rapport & Trust with Customers
- Problem Solving & Conflict Resolution
- Handling Challenging Situations
- Customer Service in a Digital Age
- Customer Service Ethics and Professionalism
- Service Recovery and Retention
- Continuous Improvement & Growth Strategies.



Team Building & Management

by ellearn@jomorc

in [Corporate & Business Courses](#)

 20 Lessons

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MODULES:

- Introduction to Team Building & Management
- Team Development Stages
- Communication & Collaboration within Teams
- Promoting Healthy Diversity & Inclusion within Teams
- Leadership & Performance Management
- Team Motivation & Engagement Techniques
- Effective Decision-making processes within Teams.
- Problem Solving & Performance Evaluation.



Corporate Profiling & Job Application

by ellearn@jomorc

in [Corporate & Professional Courses](#)

 54 Lessons

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MODULES:

- Introduction to Corporate Profiling
- Understanding the Corporate Landscape
- Financial Analysis & performance Metrics
- Market Research & Consumer Analysis
- Competitive Intelligence
- Organisational Behavior & Culture
- Risk Assessment & Mitigation
- Recruitment Process Overview
- Crafting an Effective CV & Resume
- Writing an Impactful Cover Letter
- Interview Skills & Strategies
- Building Professional Networks & Leveraging Connections.



Personal & Servant Leadership

by ellearn@jomorc

in [Corporate & Business Courses](#)

 42 Lessons

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MODULES:

- Introduction to Personal & Servant Leadership
- Self-Awareness and Emotional Intelligence
- Value & Ethics in Leadership
- Empathy & Active Listening
- Building & Leading Effective Teams
- Coaching & Mentoring
- Servant Leadership & Empowering others.
- Leading Change & Adaptability
- Ethical Decision-making and Accountability
- Personal Leadership Development Plan



Human Resource Management

by ellearn@jomorc

in [Corporate & Business Courses](#)

 43 Lessons

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MODULES:

- Introduction to Human Resource Management
- Human Resource Planning & Recruitment
- Training and Development
- Performance Management
- Compensation and Benefits
- Employee Relations & Conflict Resolution
- Diversity and Inclusion
- Legal & Ethical Considerations
- Global HRM and Technology
- Future Trends in HRM



COMMUNICATION & PUBLIC SPEAKING

by [elearn@jomorc](#)

in [Corporate & Business Courses](#)

 58 Lessons

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MODULES:

- Foundations of Communication
- Developing Effective Messages
- Public Speaking Anxiety & Confidence
- Speech Preparation & Organisation
- Communication Delivery Skills
- Types of Speeches
- Adapting to your Audience
- Visual Communication
- Group & Team Communication
- Persuasion and Argumentation
- Professional Communication



Project Management

by ellearn@jomorc

in [Corporate & Business Courses](#)

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MODULES:

- Introduction to Project Managemnt
- Project Initiation
- Project Planning
- Project Execution & Control
- Project Risk & Management
- Project Procurement & Management
- Agile Project Management
- Project Closure
- Project Management Software Tools
- Case Studies and Practical Applications



Marketing & Branding

by ellearn@jomorc

in [Corporate & Business Courses](#)

 76 Lessons

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MODULES:

- Introduction to Marketing
- Digital Marketing Fundamentals
- Branding Basics
- Marketing Research & Analytics
- Marketing Strategies I
- Marketing Strategies II
- Marketing Plan Drafting
- Integrated Marketing Communication (IMC)
- Brand Management in the Digital Age
- Emerging Trends in Marketing



Counselling & Conflict Resolution

by ellearn@jomorc

in [Corporate & Professional Courses](#)

 33 Lessons

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MODULES:

- Understanding Communication & Conflict
- Basic Counselling Skills
- Conflict Resolution Strategies
- Conflict Management in various Settings
- Handling Difficult Conversations
- Cultural Sensitivity & Diversity in Conflict Resolution
- Ethical Considerations in Counselling & Conflict Resolution
- Practicum & Role-playing
- Self-care for Counsellors and Conflict Resolution Practitioners.