

BUILD YOUR ONLINE STORE USING WORDPRESS

CONTEXT

A Website is a powerful online marketing tool that you can use to promote your business online. WordPress provides a viable and user-friendly alternative. It is an open source Content Management System (CMS) powered by PHP and MySQL, that offers a wide variety of features that can be used to establish a dynamic and attractive online store. WordPress has rapidly become the most popular CMS in use today, with over 12% of the 1,000,000 biggest websites making use of its templates. If your company is serious about establishing an online commercial presence, our introductory course to the world of WordPress is the perfect place to start.

OBJECTIVE

Students will have been introduced to all of the relevant functionalities of the WordPress Content Management System. They will know how to use it to build an online store, or to simply create and administer a dynamic website for their company.

CONTENT

- Intro to HTML/getting started with WordPress
- Administration
- Site design: Themes
- Adding functionality and interactivity to your blog/website
- Intro to HTML/getting started with WordPress
- Administration
- Site design: Themes
- Adding functionality and interactivity to your blog
- Security issues
- Marketing your Blog/Website
- Social media and individual consultation

METHODOLOGY

This course uses a participant-centered approach to help develop their skills and to become more independent with WordPress. Throughout the course participants will create and polish a WordPress template, so upon completion their skills can immediately be applied to their respective workplace.

Dawson College Business Training Solutions provides customized courses to both the public and private sectors. We draw on the expertise of an important network of professional instructors, and 30 years of experience offering training for professional and personal development.

Conveniently located in downtown Montreal, Dawson College can accommodate large and small groups in our classrooms, laboratories and studio facilities. Our experts are also available to deliver the workshops and training you require on-site at your premises.

Dawson College Business Training Solutions is committed to working with our clients in order to accurately assess your training needs, adapt our teaching strategies and develop the content that will help your business or organization to accomplish its goals.

Our rates are competitively priced and our training consultants are able to advise you on the eligibility of your company to apply for funding from Emploi-Québec or other government agencies. We are committed to working with you in order to optimize your organization's investment in employee development.

- Training needs assessment
- Instructional design
- Content development
- Pedagogical support and post training follow-up
- RAC services (Recognition of Acquired Competencies)
- Services in French and English

Over the past 30 years, we have been devoted in providing high-quality training to private and public sector employees. We have developed seminars and training modules that have proven to be effective and we also have the capacity to customize our content or to develop something entirely new to meet the needs of your company.

Business Training Solutions

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