



AMAZON COURSE OUTLINE

Week	Class No.	Topics	Activities/Tools
Week 1	1	Introduction to Amazon Selling, Account Setup	Presentation + Demo
	2	Amazon Seller Central Walkthrough	Live Navigation
	3	Product Research Basics	Hands-on: Helium 10, Jungle Scout
Week 2	4	Keyword Research & SEO	Tool Practice + Demo
	5	Listing Optimization	Activity: Optimize a Sample Listing
	6	Project 1: Create a Sample Product Listing	Mini Project
Week 3	7	Order Management & Pricing Strategies	Case Study
	8	Amazon FBA vs FBM	Comparison + Examples
	9	Inventory Management & Tools	Hands-on: Inventory Lab
Week 4	10	Running Amazon Ads (PPC Basics)	Hands-on Practice
	11	Managing Reviews & Customer Service	Discussion + Simulation
	12	Project 2: Ad Campaign Setup	

			Demo + Submission
Week 5	13	Analyzing Sales ReportsAI)	Hands-on: Seller Central Reports
	14	International Selling on Amazon	Exploration Session
	15	Product Launch Plan	Activity
Week 6	16	Freelancing with Amazon Skills	Profile Optimization
	17	Final Project Work	Individual Assistance
	18	Final Presentations & Certificates	Feedback + Award Ceremony