



# CIW E-Commerce Designer Series Course: E-Commerce Strategies and Practices v5.0

*E-Commerce Strategies and Practices* teaches you how to conduct business online and manage the technical issues associated with constructing an e-commerce Web site. You will learn about the similarities and differences between traditional and electronic commerce, and will explore e-commerce technologies at various levels of sophistication.

## Topics

### Electronic Commerce

#### Foundations

- Introduction to Web Commerce
- Impetus for Web Commerce
- Electronic Commerce Defined
- Applying E-Commerce Concepts to Focus Companies
- Types of Electronic Commerce
- Microcommerce and Macrocommerce
- Benefits of Electronic Commerce
- Drawbacks of Electronic Commerce
- E-Commerce Solutions
- Web Storefront Hardware and Software
- Ingredients of a Web Storefront
- The Virtual Enterprise
- Site Implementation
- E-Commerce Guidelines

#### Law and the Internet

- Introduction to Internet Legal Issues
- Electronic Publishing
- Intellectual Property Issues
- Areas of Liability
- Copyright, Trademark and Patent Issues
- Privacy and Confidentiality
- Jurisdiction and Electronic Publishing
- Internet Taxation
- International Tax and the Internet
- Customs and E-Commerce
- Tariffs and E-Commerce
- Protecting a Brand
- Ethical Business Practices

### Web Marketing Goals

- Marketing Overview
- Web Marketing Benefits
- Examples of Successful Web Marketing
- Marketing Goals
- Web Marketing Strategies
- Growth Drivers and Barriers in E-Commerce
- Selecting and Positioning Your Product
- Identifying Your Target Market

### Online Product Promotion

- Online Promotion Overview
- E-Commerce Promotion Considerations
- E-Commerce Site Categories
- Banner Ads
- Advertising Representatives
- Banner Ad Positioning
- Banner Ad Exchange Networks
- Referrer Programs
- Blogs and Blogads
- Pop-Up and Related Ads
- Search Engine Placement
- <Meta> Tags and Search Engines
- E-Mail and Marketing
- Ad Performance Evaluation
- Offline Product Promotion
- Ad Campaign Implementation

### Site Usability

- Overview of Usability Issues
- Usability Testing
- Designing the Site Hierarchy
- Page Layout Design Guidelines
- Browser Compatibility Issues

### Customer Relationship Management (CRM) and E-Services

- Managing the Customer
- Customer Relationship Management
- Customer Service Concepts
- Customer Service Tools and Methodology
- E-Service Action Plan
- Integrating CRM and Customer Service

### Business-to-Business Frameworks

- B2B E-Business Overview
- E-Commerce Fundamentals
- Business Concepts
- Internet Marketplaces
- Tools and Technologies
- Electronic Data Interchange (EDI)
- Open Buying on the Internet (OBI)
- Open Trading Protocol (OTP)
- Web Services

### E-Commerce Site Creation Packages — Outsourcing

- Outsourcing Site Creation Packages
- Entry-Level Outsourcing:
  - Online Instant Storefronts
  - Online Outsourcing Solutions
- Outsourcing: Mid-Level Offline Instant Storefronts
- Mid-Level Offline Storefront Products
- Outsourcing: High-Level Offline Instant Storefronts
- High-Level Offline Storefront Products
- Auctions: The Other E-Commerce Option

### **E-Commerce Site Creation Software**

Microsoft Commerce Server 2002 Overview  
 Web Server Overview  
 Microsoft Internet Information Services (IIS) 6.0  
 IIS 6.0 Preparation  
 IIS 6.0 Installation  
 IIS 6.0 Configuration  
 Sun Java System Web Server 6.1  
 Open-Source Solutions  
 Sizing Your Hardware

### **Site Development Software Implementation**

Commerce Site Development Overview  
 Database Servers  
 Commerce Site Development

### **E-Commerce Site Development Using Commerce Server**

Building Commerce Solutions  
 Commerce Site Management  
 Solution Site Customization

### **Creating an Online Catalog**

Catalog Design  
 Commerce Server 2002 Catalog Definitions  
 Building a Base Catalog  
 Virtual Catalogs  
 Using Commerce Server to Support B2B Commerce

### **Inventory Control and Order Processing**

Inventory Management  
 Inventory Systems  
 Designing Order Systems  
 Order System Implementation

### **Payment Gateways**

Payment Processing in E-Commerce  
 Choosing Payment-Processing Methods  
 Credit Card Processing  
 Managing Transactions  
 Implementing PayPal  
 Online Check Processing  
 Preventing Fraud

### **E-Service Implementation and Support**

Implementing Customer Support  
 E-Mail and User Forums  
 Frequently Asked Questions (FAQ) Implementation  
 Knowledge Base

### **Transaction and Web Site Security**

Overview of Transaction Security  
 Purposes of Security  
 Encryption and Decryption  
 Public Key Infrastructure (PKI)  
 X.509 Standard  
 Certificate Revocation

### **VeriSign**

Using Certificates  
 Obtaining Certificates  
 Installing Certificates  
 Implementing Microsoft Certificate Services  
 Secure Electronic Transactions (SET)  
 Securing Sensitive Data  
 Identifying Attack Types  
 Protecting Against Attacks  
 E-Commerce Forensic Techniques

### **E-Learning Solutions**

E-Learning Introduction  
 E-Learning Models  
 Distance-Learning Essentials  
 E-Learning Content  
 Student Navigation and Progress Reporting  
 Reusable Learning Objects

### **Site Management and Performance Testing**

Introduction to Site Management and Performance Testing  
 Site Management Tasks  
 Managing Web Site Performance  
 Logging and Trend Analysis  
 Performance-Monitoring Tools

## **Target Audience**

Network server administrators, firewall administrators, systems administrators, application developers, IT security officers and Webmasters.

## **Job Responsibilities**

Design and implement commerce-driven Web sites; identify customer needs; monitor customer usage patterns; determine order processes and service after sales; and consider how e-business solutions can increase sales.

## **Prerequisites**

Before taking this course, students should have completed the CIW Foundations series of courses and the CIW *Design Methodology and Technology* course, or be able to demonstrate equivalent knowledge of fundamental Internet and site design skills.