

Web Design Series

E-Commerce Specialist



E-Commerce Specialist 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 you 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 2007 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 2007 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
Course Conclusion

Target Audience

The CIW *E-Commerce Specialist* course is for individuals who already understand the foundations of Web technologies and want to become proficient in e-commerce practices and site design:

- Web designers
- Internet consultants
- IT professionals
- Marketing professionals
- Web and graphic artists
- Business professionals
- Entrepreneurs who want to develop their own Web presence

Students with little or no background in Web design should consider starting with the CIW *Site Development Associate* course to learn the basics of Web site authoring and development, and continuing with the CIW *Web Design Specialist* course to learn more advanced Web technologies as a foundation for learning about e-commerce design.

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

No prerequisites are mandated before taking this course. However, most students find it helpful to complete the CIW Web Foundations series of courses (*Internet Business Associate*, *Site Development Associate* and *Network Technology Associate*) and the CIW *Web Design Specialist* course; or be able to demonstrate equivalent knowledge of fundamental Internet and site design skills.