



CIW E-Commerce Designer Series Course: E-Commerce Strategies and Practices v5.1

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 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

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.