

CIW E-COMMERCE SPECIALIST COURSE

CIW[®]
E-Commerce
Specialist

The **CIW E-Commerce Specialist Course** (formerly 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.

ABOUT CIW

CIW comprises the world's fastest growing vendor-neutral Web technology education and certification programs for professionals. More than a certification or a curriculum publisher, CIW has become the educational standard adopted by academic institutions, governments and businesses worldwide for Web technology skills.

CIW includes applications and competencies, but our core curriculum focuses on the foundational standards of the Web, including Web design, Web development and Web security. CIW certifications verify that certified individuals have the skills necessary to master a technology-driven world. In today's competitive workplace, certified CIW professionals have proven abilities that set them apart from other Web professionals.

Distance Learning Centre is proud to be an official partner of the Official Certified Internet Webmaster (CIW) v5 Certification Courses.

The Official CIW Self Study courses are a convenient learning tool for individuals who do not have the flexibility to attend traditional classroom training.

The CIW E-Commerce Specialist Course includes the following items:

- Official CIW self-study course books covering the complete CIW E-Commerce Specialist 1D0-525 exam syllabus.
- Additional CIW Exam Study Guide.
- Convenient online access to official practice exams (Over 400+ questions).
- Online course review questions exercises (700+ questions).
- Supplemental exercise files, appendix files, files for hands-on labs, and other resources.
- CIW Live Labs.

PLEASE NOTE: When ordering online you can purchase a Prometric Exam Vouchers for £95.00 Inc. VAT (Valid for 12 months from purchase). This offer is only available when ordering with a course and the usual price for examinations is £90.00 + VAT (£105.75).

Price:
£475.00

Instalment Options:
You can spread the payments for this course over 4 monthly payments. 1 initial payment of £205.00, followed by 3 monthly payments of £90.00

Course Format:
Course Books and Online Exercises, Review Questions & Practice Exams

Assessment:
CIW 1D0-525 Exam

Approximate Study Time:
160 Hours of Self Study



CIW[®]
Authorized
Training
Partner

➤ CIW E-COMMERCE SPECIALIST COURSE BOOKS

The E-Commerce Strategies and Practices course is for the individual who already understands the foundations of Web technologies and wants to become proficient in e-commerce practices and site design. To stand out as an increasingly valuable member of a Web or marketing team, you need a working knowledge of e-commerce standards.

The official CIW Self Study Course books cover the complete syllabus for the exams and teach in-depth knowledge and skills with easily digestible narrative and hands-on labs. Supplemental files are included online which will be used in conjunction with your study. An Exam Study Guide provides condensed study material on the specific skills objectives you need to master for the exams.

Skills Taught:

- E-commerce site development, including ways to conduct business online and manage the technical issues associated with constructing an e-commerce Web site.
- E-commerce technology and security, including e-commerce technologies at various levels of sophistication, Customer Relationship Management (CRM) software, and practices for securing your online transactions as well as your customers' personal information.
- E-commerce business, marketing and legal issues, including Web marketing strategies, online product promotion, and legal topics such as taxation and international shipping.

After completing this course, you will be able to:

- Evaluate an e-commerce site to maximize audience usability.
- Develop and host an e-commerce site using instant storefront services and stand-alone e-commerce software.
- Implement e-commerce-based learning solutions.
- Implement inventory and fulfilment strategies for an e-commerce site.
- Implement payment-processing services for an e-commerce site.
- Define and use standards, initiatives and e-commerce frameworks that support supplier transactions.
- Configure Web server software for an e-commerce site.
- Analyze and improve e-commerce site performance.
- Secure e-commerce transactions.
- Secure an e-commerce site.
- Identify the effects of e-commerce on business operations and revenue generation.
- Identify legal and governmental issues in e-commerce.
- Implement effective marketing for an e-commerce site.
- Implement strategies for effective customer service and manage customer relationships in ecommerce operations.

➤ CIW EXAM STUDY GUIDES

The CIW E-Commerce Specialist course books come with an additional Exam Study Guide which prepares students for the CIW examinations.

This guide include overviews and information on how to take the exams, a table of all exam domains, objectives and sub-objectives, summarised content sections on what you need to know for the exam and sample exam questions.

➤ CIW E-COMMERCE SPECIALIST PRACTICE EXAMS (12 Months Access)

Web-based CIW Practice Exams provide a personalised study plan to help focus your study and determine skills mastery as you prepare to take a CIW certification exam. Practice Exams feature multiple study modes for adaptive learning, personalised study plans and progress reports, study questions, reference tools, and simulations of actual testing processes.

CIW ONLINE EXERCISES (12 Months Access)

The Online Exercises test knowledge of the topics presented in the course and help you prepare for the certification exam. The Exercises are presented in a variety of formats including flash cards, matching exercises, true-false questions, crossword puzzles and fill-in-the-blank exercises.

CIW REVIEW QUESTIONS (12 Months Access)

The Course Review Questions are provided online and consist of a variety of tests that cover each of the lessons in the course. The questions for each test are drawn from a larger pool of questions. The Course Review Questions consist of the following:

- Lesson Reviews
- Lesson Quizzes
- Course Review
- Course Test

➤ CIW LIVE LABS (6 Months Access)

CIW Live Labs are available to give remote access to all of the software covered within the course for a six month period, so that you do not need to purchase the software.

Pre-Requirements:

We recommend a good knowledge of IT, computers and Internet/Email use. The course does not have any pre-requisites although we do recommend completing the CIW Foundations Associate Course or CIW Site Development Foundations Course to learn the basics of Web site authoring and development.

Course Duration & Support:

Students may register at any time. The course is designed as a self-study course but if you have any problems you can email our support team.

As the course is self study you can complete in as little or as long a time as you prefer, and we do not impose a cut-off date for study.

Qualification:

On Completion of this curriculum, you can apply for the internationally recognised CIW E-Commerce Specialist 1D0-525 Examination, which are currently £90.00 + VAT.

If you purchase an exam voucher with your course then this will cover the examination cost.



Exams must be sat at a registered Prometric or Pearson VUE testing centre. The exams consists of 72 multiple choice/multiple answer questions over 75 minutes and the passing score is 68%.

You can locate testing centres and schedule appointments on their Websites:

Prometric website – <http://www.prometric.com/>

Pearson VUE - <http://pearsonvue.com/>