



# Web Design Series

## E-Commerce Specialist

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*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

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#### 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**

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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**

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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**

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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.