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 Relationship
- 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
### 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.