

# E-Commerce Specialist

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## Course Description

CIW E-Commerce Specialist teaches you how to conduct business online and manage the technical, security and legal issues associated with constructing an e-commerce website. This course is for students who already understand the foundations of web technologies and want to become proficient in e-commerce practices and e-commerce website design.

You will study e-commerce technologies at various levels of sophistication, e-commerce security, e-commerce customer relationship management (CRM) software and practices for securing your online transactions as well as your customers' personal information.

You will learn about e-commerce standards, business, marketing and legal issues, including web marketing strategies, online product promotion and legal topics such as taxation and international shipping.

This course includes access to the CIW Virtual Labs which provides remote access to the software and files necessary to complete this course including Microsoft Windows Server, Microsoft Internet Information Services (IIS), ShopFactory, Microsoft SQL Server, Microsoft Visual Studio and Microsoft Commerce Server.

## Topics Covered

### 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 ECommerce
- 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, Installation and 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 Customisation

#### **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 Website Security**

- Overview of Transaction Security
- Purposes of Security
- Encryption and Decryption
- Public Key Infrastructure (PKI)
- X.509 Standard
- Certificate Revocation
- VeriSign
- Obtaining, Installing and Using 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**

- Site Management Tasks
- Managing Web Site Performance
- Logging and Trend Analysis
- Performance-Monitoring Tools
- Course Conclusion

## **Prerequisites**

The CIW E-Commerce Specialist course is designed for students with a good understanding of IT, computers and the Internet including knowledge of HTML and XHTML. No courses or certifications are required prior to taking this course; however, the course and exam are challenging and comprehensive and we recommend that if you are new to web design then you first complete the [CIW Site Development Associate](#) course and then proceed on to the [CIW Web Design Specialist](#) course to learn more advanced web technologies as a foundation for learning about e-commerce design. This is not a requirement but many candidates find it is extremely helpful. Note: This course is **not** compatible with Apple computers.

## **UKWDA Training**

You can buy this course online at <http://training.ukwda.org>