



eCOMMERCE

East San Gabriel Valley

Regional Occupational Program and Technical Center

02/05

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM
AND TECHNICAL CENTER**

COURSE TITLE: eCOMMERCE

CBEDS: Business Technology

CBEDS NO: 4623

HOURS: 525

DATE: February 2005

Job Description	DOT Codes	Job Description	DOT Codes
Marketing Manager	11.2021.00	Public Relations Specialist	27.3031.00
Marketing Research Analyst	19.3021.00	Art Director	27.1011.00
Advertising/ Promotion Managers	11.2011.00	Copy Writer	27.3043.04
Advertising Sales Agents	41.3011.00	Commercial and Industrial Designer	27.1021.00

Course Description:

Students learn Internet marketing principles and gain experience setting up online shopping capabilities and technology. Online customer service and retention, buyer behavior, merchant services, and current Internet commerce issues are presented. Students analyze , redesign, and develop sites from an eCOMMERCE perspective

Students taking marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA related activities and curriculum can be used as an approved part of all marketing classes.

Prerequisites:

- * 16 years of age
- Suggested prerequisites in art and computer applications.

Method of Instruction:

- | | |
|---|--|
| <ul style="list-style-type: none"> (x) Lecture (X) Audio visual materials (X) Demonstration (X) Learning activity packets (LAP) and work sheets | <ul style="list-style-type: none"> (X) Guest speakers (X) Direct instruction (X) Student presentation |
|---|--|

Method of Student Evaluation

- (X) Professional attitude
- (X) Written test
- (X) Observation record of student performance (ITPfolders)
- (X) Student surveys
- (X) Oral and written presentations
- (X) Testing
- (X) Class participation
- (X) Attendance
- (X) Completion of classroom assignments and work sheets
- (X) Objective quizzes and examinations
- (X) Demonstration of level of competency
- (X) Teacher observations and evaluations

Instructional Materials – Part II

Online Course:

<http://www.usoe.k12.ut.us/ate/Marketing/Curriculum/esales/index/html>

Companion Book to Course:

"eMarketing, 3rd ed" by Judy Strauss, University of Nevada, Reno, and Raymond Frost, Ohio University
Copyright © 2001, 2002. Publisher: Prentice Hall, ISBN 0-13-049757-6

Other books to use as optional companions:

A. *"Macromedia ColdFusion,"* Course Technology Web Warrior Series, by Susan Kaparathi and Rakhee Kaparathi,
Copyright 2002. Publisher: Thompson Learning, ISBN 0-619-03442-4

For additional resources, please refer to the eCommerce course, located in the curriculum section of the marketing education website: www.usoe.k12.ut.us/ate/Marketing/curriculum.html.

Instructional Materials – Part III

Online Course:

<http://www.usoe.k12.ut.us/ate/Marketing/Curriculum/ecommerce/course1/index.html>

Suggested Companion Book to Course:

"Building Effective Web Sites" by Judy Strauss, University of Nevada, Reno, and Raymond Frost, Ohio University.
Copyright © 2002. Publisher: Prentice Hall, ISBN 0-13-093288-4

C. PRINCIPLES OF ECONOMICS

12.1 Students understand common economic terms and concepts and economic reasoning.

1. Examine the causal relationship between scarcity and the need for choices.
3. Identify the difference between monetary and nonmonetary incentives and how changes in incentives cause changes in behavior.

12.2 Students analyze the elements of America's market economy in a global setting.

2. Discuss the effects of changes in supply and/or demand on the relative scarcity, price, and quantity of particular products.
3. Explain the roles of property right, competition, and profit in a market economy.
5. Understand the process by which competition among buyers and sellers determines a market price.
6. Describe the effect of price controls on buyers and sellers.
7. Analyze how domestic and international competition in a market economy affects goods and services produced and the quality, quantity, and price of those products.
8. Explain the role of profit as the incentive to entrepreneurs in a market economy.
9. Describe the functions of financial markets.

12.3 Students analyze the influence of the federal government on the American economy.

1. Understand how the role of government in a market economy often includes providing for national defense.
2. Identify the factors that may cause the costs of government actions to outweigh the benefits.
3. Describe the aims of government fiscal policies (taxation, borrowing, spending) and their influence on production, employment, and price levels.
4. Understand the aims and tools of monetary policy and their influence on economic activity (e.g., the Federal Reserve).

12.4 Students analyze the elements of the U.S. labor market in a global setting.

1. Understand the operations of the labor market, including the circumstances surrounding the establishment of principal American labor unions, procedures that unions use to gain benefits for their members, the effects of unionization, the minimum wage, and unemployment insurance.
2. Describe the current economy and labor market, including the types of goods and services produced, the types of skill workers need, the effect of rapid technological change, and the impact of international competition.
3. Discuss wage differences among jobs and professions, using the laws of demand and supply and the concept of productivity.

4. Explain the effects of international mobility of capital and labor on the U.S. economy.

12.5 Students analyze the aggregate economic behavior of the U.S. economy.

1. Distinguish between nominal and real data.
2. Define, calculate, and explain the significance of an unemployment rate, the number of new jobs created monthly, an inflation or deflation rate, and a rate of economic growth.
3. Distinguish between short-term and long-term interest rates and explain their relative significance.

12.6 Students analyze issues of international trade and explain how the U.S. economy affects, and is affected by, economic forces beyond the United States' borders.

1. Identify the gains in consumption and production efficiency from trade, with emphasis on the main products and changing geographic patterns of twentieth-century trade among countries in the Western Hemisphere.
2. Compare the reasons for, and the effects of, trade restrictions during the Great Depression compared with present-day arguments among labor, business, and political leaders over the effects of free trade on the economic and social interests of various groups of Americans.
3. Understand the changing role of international political borders and territorial sovereignty in a global economy.
4. Explain foreign exchange, the manner in which exchange rates are determined, and the effects of the dollar's gaining (or losing) value relative to other currencies.

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM
AND TECHNICAL CENTER**

eCOMMERCE

Summary Course Outline

CR = Classroom
 WL = Worksite Learning
 CVE = Cooperative Vocational Education

		<u>CR</u>	<u>WL</u>	<u>CVE</u>
<u>PART I – ORIENTATION</u>		2	-	-
<u>PART II – FOUNDATIONAL TECHNICAL COMPETENCIES</u>		90	20	20
1.0	Professionalism/ Leadership			
2.0	Occupational Safety			
3.0	Selection And Maintenance Of Computer Hardware, Software, And Peripherals			
4.0	Business And Computer Ethics			
5.0	Electronic Spreadsheets			
6.0	Database Concepts			
7.0	Career Competencies			
8.0	Business Presentations			
<u>PART III – INTERNET SALES AND DATABASES</u>		90	20	23
1.0	What are eCommerce and eMarketing?			
2.0	Online Payment Transactions			
3.0	Putting Together an eCommerce Site			
4.0	Online Databases and Site Content			
<u>PART IV – INTERNET MARKETING</u>		135	20	20
1.0	Web Sites As Marketing Tools			
2.0	Design And Development From A Marketing Perspective			
3.0	Multimedia			
4.0	Set Up Online Shopping			
<u>PART V – INTERNATIONAL TRADE</u>		43.	20	20
1.0	Global Marketing			
2.0	International Trade Concepts			
3.0	The American Economy			
4.0	Cultural Awareness			
		360	82	83
TOTAL HOURS			525	

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM
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eCOMMERCE

Expanded Course Outline

CR = Classroom
 WL = Worksite Learning
 CVE = Cooperative Vocational Education

		<u>CC</u>	<u>WL</u>	<u>CE</u>
PART I -	ORIENTATION	2	-	-
1.1	Complete registration forms	_____	_____	_____
1.2	Review course requirements	_____	_____	_____
1.3	Summarize course objectives/ expectations/ procedures	_____	_____	_____
1.4	Discuss learning goals:	_____	_____	_____
a.	To explore the international market for U.S. products			
b.	To become familiar with the competitive international market and economic concepts			
c.	To familiarize students with recent developments within the global market and the opportunities which have been created			
d.	To prepare students to make informed business decisions within a global context			
1.5	List competencies that student must master and discuss teacher expectations	_____	_____	_____
1.6	State student responsibilities	_____	_____	_____
a.	Describe attendance and absence notification procedures			
1.7	State grading procedures and list standards	_____	_____	_____
 <u>Part II – FOUNDATIONAL TECHNICAL COMPETENCIES</u>		 90	 20	 23
1.0	PROFESSIONALISM/ LEADERSHIP			
1.1	Demonstrate a positive cooperative attitude by following class Rules on conduct	_____	_____	_____
1.2	Develop/ maintain an acceptable working relationship with peers/supervisors	_____	_____	_____
1.3	Demonstrate time management – prioritize activities and evaluate and utilize available resources to complete tasks efficiently	_____	_____	_____
1.4	Display regular attendance; follow absence notification procedures	_____	_____	_____
1.5	Demonstrate maturity/ leadership skills through volunteerism in the classroom	_____	_____	_____
1.6	Exhibit self-confidence through self-motivation	_____	_____	_____

1.7	Display awareness of the process of decision-making and problem solving in the execution of classroom assignments using critical thinking and computer skills	_____	_____	_____
1.8	Exhibit a willingness to ask for assistance to clarify instructions And build understanding	_____	_____	_____
1.9	Read and follow written and oral instructions	_____	_____	_____
1.10	Teamwork – work in a group to develop a product	_____	_____	_____
1.11	Conduct a job search and develop a professional portfolio	_____	_____	_____
2.0	OCCUPATIONAL SAFETY			
2.1	Complete unit on Safety Procedures	_____	_____	_____
2.2	Demonstrate occupational safety	_____	_____	_____
2.3	Demonstrate earthquake and fire safety procedures	_____	_____	_____
3.0	SELECTION AND MAINTENANCE OF HARDWARE, SOFTWARE, AND PERIPHERALS			
3.1	Demonstrate the ability to use all aspects of the operating system effectively	_____	_____	_____
3.2	Locate and select office computers, peripherals, and software that meets the requirements of general office procedures	_____	_____	_____
3.3	Demonstrate care in the use of business equipment and the ability to troubleshoot and describe problems with both hardware and software	_____	_____	_____
3.4	Technical Documentation – Utilize manuals and other resources to solve hardware and software problems	_____	_____	_____
3.5	Contribute journalism articles and complete projects about computers and businesses that use them	_____	_____	_____
4.0	BUSINESS AND COMPUTER ETHICS			
4.1	Define, explain, and demonstrate proper business and computer ethics	_____	_____	_____
4.2	Explain how work ethics and moral standards affect human relations, promotability, customer service, and profitability	_____	_____	_____
5.0	ELECTRONIC SPREADSHEETS			
5.1	Create a written description of the parts and functions of a spreadsheet	_____	_____	_____
5.2	Demonstrate the ability to create simple electronic spreadsheets and write the necessary mathematical functions to generate industry standard documents that meet the prerequisite skill level for MOUS testing for certification (See Appendix for comprehensive listing of necessary skills)	_____	_____	_____
5.3	Demonstrate an understanding of the application of spreadsheets in a business environment and why it is an effective tool for business finance	_____	_____	_____
6.0	DATABASE CONCEPTS			
6.1	Create a written description of the parts and applications of a database	_____	_____	_____
6.2	Construct databases with specific information that meet the prerequisite skill level for MOUS testing for certification (see Appendix for comprehensive listing of necessary skills)	_____	_____	_____
6.3	Demonstrate an understanding of the application of databases in a business environment and why it is an effective tool for business record keeping	_____	_____	_____

- 6.4 File management – sort, verify, classify, and categorize data manually and electronically for efficient retrieval _____
- 6.5 Demonstrate knowledge of when and why a business would use a database as a tool _____

7.0 CAREER COMPETENCIES

- 7.1 Global Communications –Demonstrate skills for communicating in an international, multicultural business environment _____
- 7.2 Information Resources – Demonstrate the ability to locate, access, and retrieve information manually and electronically _____
- 7.3 E-mail as a business tool _____
- 7.4 Business on the Internet – Buying and selling services _____

8.0 BUSINESS PRESENTATIONS

- 8.1 Create a written description of the parts and applications of presentation software _____
- 8.2 Demonstrate the ability to create multimedia business presentations and handouts _____
- 8.3 Demonstrate a knowledge of how presentation software would be used as a tool in the business environment _____
- 8.4 Research and gather information from multiple electronic sources _____

Part III - INTERNET SALES AND DATABASES

90 20 23

1.0 WHAT ARE eCOMMERCE AND MARKETING?

- 1.1 Discuss the term “eCommerce”
 - a. Understand the common economic terms, concepts, and economic reasoning
 - i. Examine the causal relationship between scarcity and the need for choices _____
 - ii. Identify the differences between monetary and non-monetary incentives and how changes in incentives change consumer behavior _____
 - a. Compare and contrast what eCommerce means to a consumer versus a company _____
 - b. Provided an industry definition of the term “eCommerce” _____
 - c. Compare and contrast eCommerce, eBusiness, and eTailing _____
- 1.2 Define the types of eCommerce sites
 - a. Describe the types of business venturing online _____
 - b. Distinguish between types of eCommerce sites _____
- 1.3 Discuss requirements for eCommerce
 - a. Analyze corporate needs to determine the best eCommerce solution _____
 - b. Differentiate needs and recommend online services, in-house programming, database integration, and marketing recommendations _____
- 1.4 Determine how to narrow down a profitable product or service to sell online. Consider: _____

	a.	What is and is not selling online	_____	_____	_____
	b.	Market segmentation and target audience selection	_____	_____	_____
	c.	The importance of selling what consumers want	_____	_____	_____
	d.	The concept of distributors and drop shipping	_____	_____	_____
1.5		Research the B2B (Business to Business) industry			
	a.	Define B2B and how B2B is affecting eCommerce	_____	_____	_____
	b.	Analyze the structure of B2B sites	_____	_____	_____
1.6		Discuss how to turn site guests into paying customers, including:			
	a.	Know how to "screw up" a web store	_____	_____	_____
	b.	Consumer fears in relation to eCommerce and how to effectively address consumer fears on a site	_____	_____	_____
	c.	The concept of secure sales	_____	_____	_____
	d.	Discuss how consumer privacy equates sales	_____	_____	_____
	e.	Recognize and avoid poor site attribute choices that inadvertently turn people away	_____	_____	_____
1.7		Discuss customer serviced issues as they relate to online companies, including:			
	a.	The importance of customer retention	_____	_____	_____
	b.	CRM – Customer Relationship Management: What you must know to be successful	_____	_____	_____
	c.	The concepts behind converting site guests into customers	_____	_____	_____
	d.	The concepts behind forming relationships with, and retaining, customers	_____	_____	_____
1.8		Research buyer behavior, including:			
	a.	The online process of increasing the ratio of visitors to sales	_____	_____	_____
	b.	The importance of fulfilling orders in a timely manner	_____	_____	_____
	c.	The importance of being able to contact the company to ask questions when making a decision to purchase	_____	_____	_____
	d.	The value of establishing consumer trust through testimonials	_____	_____	_____
	e.	Consumer fears	_____	_____	_____
	f.	The need to speak to a live person	_____	_____	_____
	g.	How brand influences buyer behavior	_____	_____	_____
1.9		Analyze the powerful tool of e-mail marketing, including:			
	a.	The differences between communicating with customers through e-mail versus direct communication	_____	_____	_____
	b.	The importance of responding to customer inquiries	_____	_____	_____
	c.	How to retain customers through e-mail	_____	_____	_____
	d.	How eZines/ newsletters are used for effective communication	_____	_____	_____
	e.	Analyzing industry eZines/ newsletters	_____	_____	_____
	f.	Defining opt-in versus unsolicited e-mail	_____	_____	_____
1.10		Discuss affiliate programs: how they are established and operate, including:			
	a.	Define affiliate programs	_____	_____	_____
	b.	The possibilities of establishing a permanent income on affiliate programs	_____	_____	_____
	c.	Knowing how, when, and why to offer affiliate programs	_____	_____	_____
1.11		Analyze effective banner ads, and:			
	a.	Define CTR (Click Through Ratios)	_____	_____	_____

- b. Discuss why clicks do not equate customers _____
- c. Compare the top ten banner ads of the current month _____
- d. Design a banner ad to market a product or service _____
- e. Decide where on your site to place banner ads for other sites _____
- f. Discuss the criteria by which a company should accept banner ads on their site _____
- 1.12 Differentiate between banner ads and rich media marketing
 - a. Define the differences between banner ads and rich media spots _____
- 1.13 Discuss the role of link swapping for marketing a site
 - a. Define "link swapping" _____
 - b. Describe how link swapping is used as a marketing tool _____
 - c. Discuss how to implement link swapping for a company site _____
- 1.14 Compare search engines and directories/ guides
 - a. Define the difference between search engines and directories/ guides _____
 - b. Explain the process of submitting a site to a search engine/ guide _____
 - c. Explain the required frequency of requesting a site be analyzed for inclusion in a database of a search engine or directory. _____
 - d. Describe categories and subcategories as used by search engines _____
 - e. Locate specialized search engines for a given site topic _____
- 1.15 Describe the steps for setting up an online store
 - a. List the steps for setting up an online store _____
 - b. Select a good URL _____
 - c. Determine whether a company should host their site in-house or go through a hosting service _____
 - d. Define how to select a good web host _____
 - e. Define how to select a good eCommerce host _____
 - f. Understand the different online sales options for companies: shopping carts, complete templates with store backend, software, XML, and other programming options _____

2.0 ONLINE PAYMENT TRANSACTIONS

- 2.1 Merchant Accounts
 - a. Define "merchant account" _____
 - b. Understand the role of the banking institution, an online company, and any third party eCommerce hosting services _____
- 2.2 Identify the different options for accepting online payments, including:
 - a. Digicash or e-Cash _____
 - b. Accepting checks online _____
 - c. Discuss the process behind C.O.D. and the Internet _____
 - d. Discuss the process of accepting credit cards online _____
- 2.3 Discuss the concept of securing a site for online transactions, including:
 - a. SSL (secure socket layer) _____
 - b. Digital certificates _____
 - c. Applying for, and installing, a digital certificate _____
 - d. Securing online transactions _____
- 2.4 Discuss electronic cash, including:
 - a. What electronic cash is _____
 - b. What PayPal is to the consumer and the company _____
 - c. What Smart Cards are _____

- 2.5 Research mobile systems and languages, including
 - a. Differentiate mobile from non-mobile systems _____
 - b. Learn wireless markup language _____
 - c. Become acquainted with browsers specific for mobile and hand-held devices _____
 - d. Discuss the concept of selling goods through a distributor _____
- 2.6 Research services provided by call centers and autoresponders, including:
 - a. Call centers and their purpose _____
 - b. What an autoresponder is and how they are used to order confirmations _____
- 2.7 Discuss the process of getting goods to consumers, including
 - a. Distinguish among the different shipping options _____
 - b. The process of drop shipping _____
 - c. Services offered by UPS and USPS _____
 - d. The concept of selling goods through a distributor _____

3.0 PUTTING TOGETHER AN eCOMMERCE SITE

- 3.1 Associate the connection between target audience and company goals
 - a. Define a target audience _____
 - b. Relate target audience and company goals as an inseparable set in site design _____
 - c. Discuss the importance of getting to know your target customers _____
 - d. Define the 4 Ps of marketing as they relate to the Internet _____
- 3.2 Research the communication channels in payment processing, including
 - a. The role of the shopping cart service in payment processing _____
 - b. The role of the company in payment processing _____
 - c. The role of banks in payment processing _____
 - d. The role of the consumer in payment processing _____
- 3.3 Discuss customer service relations after a sale for repeat customers, including:
 - a. The importance of immediately verifying orders with customers _____
 - b. The reasoning behind offering discounts for repeat customers _____
 - c. The benefits of personal communication with consumers _____
 - d. The mediums used by companies for communicating with consumers _____
- 3.4 Discuss the concept of promoting the Internet side of a company away from the Internet, including:
 - a. The avenues for promoting a site away from the Internet _____
 - b. An advertising/ promotional item for their online company _____

4.0 ONLINE DATABASES AND SITE CONTENT

- 4.1 Recognize a C2C site, including
 - a. The purpose of C2C sites and how they differentiate from B2C and B2B sites _____
 - b. The process for consumers purchasing from a C2C site _____
 - c. The process of selling on a C2C site _____
- 4.2 Discuss the need for including a database with a web site, including:
 - a. The software and programming necessary for database inclusion within a web site _____

	b.	Why databases are often utilized within company web sites	_____	_____	_____
	c.	The software they will be using for their project	_____	_____	_____
4.3		Practice basics of MS Access, SQL (Structured Query Language), and CFML (ColdFusion Markup Language) for their site project, including:			
	a.	Establishing tables, generating reports, and querying within MS Access	_____	_____	_____
	b.	The basics of SQL and dynamic pages	_____	_____	_____
	c.	The basics of CFML	_____	_____	_____
	d.	Online CFM (ColdFusion server) services	_____	_____	_____
4.4		Discuss web usability and writing for the web, including:			
	a.	How the majority of web pages are actually discerned by the site guests	_____	_____	_____
	b.	What it means to “write to be scanned”	_____	_____	_____
	c.	What Bobby approved sites are	_____	_____	_____
	d.	The importance of proper grammar, correct spelling, and writing informatively and persuasively	_____	_____	_____
4.5		Discuss the importance of proper grammar, spelling, and punctuation within a site, including:			
	a.	The importance of omitting errors within a company site	_____	_____	_____
	b.	Web usability issues as they relate to cultural differences	_____	_____	_____
	c.	Selecting words with the correct meaning for your sentences	_____	_____	_____
	d.	Methods for, and importance of, proofreading	_____	_____	_____
4.6		Exhibit familiarity with the Internet marketing industry			
	a.	Discuss the Internet marketing industry	_____	_____	_____
	b.	Research careers within the Internet marketing industry	_____	_____	_____
	c.	Research Internet marketing content from a variety of online resources and articles	_____	_____	_____

Part IV – INTERNET MARKETING

135 20 20

1.0 Web sites as Marketing Tools

1.1		Analyze the elements of America’s market economy in a global setting			
	a.	Discuss the effects of changes in supply and/or demand on the relative scarcity, price, and quantity of particular products.			
	b.	Explain the roles of property right, competition, and profit in a market economy.			
	c.	Understand the process by which competition among buyers and sellers determines a market price.			
	d.	Describe the effect of price controls on buyers and sellers.			
	e.	Analyze how domestic and international competition in a market economy affects goods and services produced and the quality, quantity, and price of those products.			
	f.	Explain the role of profit as the incentive to entrepreneurs in a market economy.			
	g.	Describe the functions of financial markets			
1.2		Analyze issues of international trade and explain how the U.S. economy affects, and is affected by, economic forces beyond the United States’ borders.			

	a.	Identify the gains in consumption and production efficiency from trade, with emphasis on the main products and changing geographic patterns of twentieth-century trade among countries in the Western Hemisphere.			
	b.	Compare the reasons for, and the effects of, trade restrictions during the Great Depression compared with present-day arguments among labor, business, and political leaders over the effects of free trade on the economic and social interests of various groups of Americans			
	c.	Understand the changing role of international political borders and territorial sovereignty in a global economy			
	d.	Explain foreign exchange, the manner in which exchange rates are determined, and the effects of the dollar's gaining (or losing) value relative to other currencies.			
1.3		Reconstruct the home page of a large company retail site and learn to analyze web sites for marketing rights and wrongs	_____	_____	_____
1.4		Analyze and discuss how sites are designed and put together			
	a.	Compare web sites for three large retail companies	_____	_____	_____
	b.	Analyze how sites are designed before they are created	_____	_____	_____
	c.	Discuss marketing and technical know-how as required elements for company web sites	_____	_____	_____
1.5		Recognize choice of color, target audience, and site dimensions as valuable marketing objectives			
	a.	Give examples of current color choices of target corporations and research why those colors are used for particular target audience products	_____	_____	_____
	b.	Compare web sites for fast food, retail, and electronics super stores, looking for the objectives discussed in this lesson	_____	_____	_____
1.6		Discuss the importance of putting together a marketing plan for a company web site			
	a.	Study the outline of a marketing plan to satisfy online and offline marketing strategy	_____	_____	_____
	b.	Describe the elements of a marketing plan	_____	_____	_____
1.7		Research the process of putting a web site on the Internet			
	a.	Research and report on registering and renewing a domain name	_____	_____	_____
	b.	Describe the importance of keeping their account information current with domain registry companies	_____	_____	_____
	c.	Understand DNS (Domain Name Servers) and FTP (File Transfer Protocol)	_____	_____	_____
1.8		Distinguish between positive and negative marketing options for companies with an online presence			
	a.	Recognize good and poor marketing options	_____	_____	_____
	b.	Identify poor design and marketing strategy	_____	_____	_____
	c.	Analyze brand recognition and its relevance to successful business	_____	_____	_____
	d.	Recognize the principles of psychographics (one of the market segmentations for defining a target audience) and its role in online success	_____	_____	_____
1.9		Discuss why consumers are prone to making purchases from large, well-known retailers			
	a.	Associate company image with selling power	_____	_____	_____

- b. Research how consumer awareness of companies and brands is an influential factor in eliminating fear of online shopping _____
- 1.10 Review some marketing events for DECA and see what events have been given in the past for eCommerce at the high school and college level
- a. Research the type of questions they may encounter in a DECA competitive event for eCommerce _____

2.0 DESIGN AND DEVELOPMENT FROM A MARKETING PERSPECTIVE

- 2.1 Discuss the importance of designing before creating a web site and identify the target audience for the site they have selected to design
 - a. Discuss the intended age group for the web site and company _____
 - b. Identify the intended gender for the web site and company _____
 - c. Identify common psychographics (behavioral tendencies and likes and dislikes) of the audience who would be drawn to the particular company web site _____
 - d. Discuss a common educational background and income range for the intended audience of the web site and company _____
 - e. Determine whether or not geographic segmentation needs to be considered within the marketing strategy _____
- 2.2 Research the roles of the company logo, site navigation, and general layout in attracting and keeping site guests
 - a. Recognize the potential effect of the company logo over the entire visual design of the site and company _____
 - b. Determine where to place their site navigation within their designs to best suit the objectives of the web site and company _____
- 2.3 Discuss format choices for computer graphics
 - a. Discuss JIF and JPEG formats that are preferred online _____
 - b. Discuss how file size in pixels differs from file size in KB and how the two work together on the Internet _____
- 2.4 Discuss how sites can be created using an ASCII text or WYS/WYG editor
 - a. Add images to pages _____
 - b. Link pages together _____
 - c. Discuss how forms are used to collect data from site guests _____
 - d. Know how to add Title attributes to links _____
 - e. Discuss how tables are used to organize data and images on a page _____
 - f. Evaluate the importance of, and how to add ALT attributes to images _____
- 2.5 Research significant issues with company image
 - a. Identify "atmosphere" and "tone" in marketing message of all types, including the web site _____
 - b. Evaluate the importance and value in mirroring company image online and in other forms of marketing media _____
- 2.6 Discuss the process of preparing a site to be listed with search engines
 - a. Define META tags _____
 - b. Discuss the value of a professional Title tag _____
 - c. Determine the frequency for submitting sites to search engines _____

3.0 MULTIMEDIA

- | | | | | |
|-----|---|-------|-------|-------|
| 3.1 | Recognize timely use of multimedia on a site | | | |
| | a. Discuss when and why media is added to a site | _____ | _____ | _____ |
| | b. Describe the correlation between marketing and online media | _____ | _____ | _____ |
| 3.2 | Determine the type of multimedia encountered on a web site; which software was used to create it | | | |
| | a. Distinguish between sites using <i>Flash</i> [®] or <i>Director</i> [®] and sites with JavaScript or comparable scripting language | _____ | _____ | _____ |
| | b. Discuss the concept of a browser plug-in for multimedia | _____ | _____ | _____ |
| 3.3 | Discuss the basic to intermediate concepts within <i>Flash</i> [®] | | | |
| | a. Distinguish between sites using <i>Flash</i> [®] , Library, Stage, Timeline, Frames, Toolbar, Menu Bar, Action Window | _____ | _____ | _____ |
| | b. Describe the differences between: buttons, graphics, and movie clips | _____ | _____ | _____ |
| | c. Discuss the basics of Action Scripting within <i>Flash</i> [®] | _____ | _____ | _____ |
| | d. Define what it means to publish a <i>Flash</i> [®] file and embed it on a web page | _____ | _____ | _____ |

4.0 SET UP ONLINE SHOPPING

- | | | | | |
|-----|---|-------|-------|-------|
| 4.1 | Describe the options for setting up online shopping on a web site and the process of selecting and eCommerce provider | | | |
| | a. Research multiple options for accepting and processing online payments | _____ | _____ | _____ |
| | b. Discuss the correlation between site hosting and the ability to accept electronic payments online | _____ | _____ | _____ |
| | c. Describe a minimum of 4 different options for setting up online shopping capabilities | _____ | _____ | _____ |
| | d. Define "outsourcing" | _____ | _____ | _____ |
| | e. Define a merchant account | _____ | _____ | _____ |
| | f. Research domain names: the cost, the ownership, the importance of company recognition | _____ | _____ | _____ |
| 4.2 | Define C2C sites and how they operate | | | |
| | a. Describe buying and selling options through C2C companies | _____ | _____ | _____ |
| | b. The process of selling through <i>eBay</i> [®] | _____ | _____ | _____ |
| 4.3 | Research human behavior: buying online, and what companies can do to help eliminate fear of online shopping | | | |
| | a. Research and analyze effective principles of encouraging consumers to purchase online | _____ | _____ | _____ |
| | b. Research what companies do to discourage online shopping without realizing it | _____ | _____ | _____ |
| | c. Research what SSL is and its relationship to increasing online sales | _____ | _____ | _____ |
| 4.4 | Research using the Internet to establish financial investments | | | |
| | a. Discuss online banking | _____ | _____ | _____ |
| | b. Define what a broker is and their job description | _____ | _____ | _____ |
| | c. Define stocks | _____ | _____ | _____ |
| | d. Define mutual funds | _____ | _____ | _____ |
| | e. Define bonds | _____ | _____ | _____ |
| | f. Practice investment simulation | _____ | _____ | _____ |

- 4.5 Report on marketing and how to make correct decisions for successful online business
 - a. Practice making good marketing decisions for given business situations

Part V – INTERNATIONAL TRADE

43 20 20

1.0 GLOBAL MARKETING

- 1.1 Research 3 international industries and provide a summary of findings

- 1.2 Research and identify areas of employment in global marketing

- 1.3 Present an oral overview of world trade incorporating the economic linkages between nations

- 1.4 Research how a firm such as McDonald's is involved in international trade and how the corporation responds to a foreign market

- 1.5 Describe how the global competitive system is evolving

- 1.6 Discuss the role of the United States in the world economy and how the home country affects a firm's international marketing

- 1.7 Describe what constitutes the nation's physical endowment, and explain how it gives clues to the nature of a firm's market and marketing task

- 1.8 Explain how the nature of economic activity in a country can suggest how a firm's marketing will fit into that nation's economy

2.0 INTERNATIONAL TRADE CONCEPTS

- 2.1 Research, compare, and contrast the effectiveness of American marketing techniques in foreign nations

- 2.2 Research laws associated with international sales and distribution channels

- 2.3 Research currency exchange and report on financial practices of major U.S. trading partners

- 2.4 Define letters of credit and describe their role in trade

- 2.5 Identify methods of credit and collection

- 2.6 Research methods and costs of cargo movement

3.0 THE AMERICAN ECONOMY

- 3.1 Analyze the influence of the federal government on the American economy.

- a. Understand how the role of government in a market economy often includes providing for national defense.

- b. Identify the factors that may cause the costs of government actions to outweigh the benefits.

- c. Describe the aims of government fiscal policies (taxation, borrowing, spending) and their influence on production, employment, and price levels.
 - d. Understand the aims and tools of monetary policy and their influence on economic activity (e.g., the Federal Reserve).
- 3.2 Analyze the elements of the U.S. labor market in a global setting.
- a. Understand the operations of the labor market, including the circumstances surrounding the establishment of principal American labor unions, procedures that unions use to gain benefits for their members, the effects of unionization, the minimum wage, and unemployment insurance
 - b. Describe the current economy and labor market, including the types of goods and services produces, the types of skill workers need, the effect of rapid technological change, and the impact of international competition.
 - c. Discuss wage differences among jobs and professions, using the laws of demand and supply and the concept of productivity.
 - d. Explain the effects of international mobility of capital and labor on the U.S. economy.
- 3.3 Analyze the aggregate economic behavior of the U.S. economy.
- a. Distinguish between nominal and real data.
 - b. Define, calculate, and explain the significance of an unemployment rate, the number of new jobs created monthly, an inflation or deflation rate, and a rate of economic growth.
 - c. Distinguish between short-term and long-term interest rates and explain their relative significance.

4.0 CULTURAL AWARENESS

4.1	Identify the role and impact of cultural variables in international marketing	_____	_____	_____
4.2	Select three cultures outside North America and identify the challenges associated with marketing in their home nation	_____	_____	_____
4.3	Explain how the social organization in a given family (family, age group, class, etc.) affects consumer behavior	_____	_____	_____
4.4	Identify the areas of the home-country environment that affect a firm's international marketing	_____	_____	_____
4.5	Discuss the difficulties in evaluating advertising and cooperative advertising in foreign markets	_____	_____	_____
4.6	Explore the ways in which personal selling varies in world markets, requiring different methods of recruitment and management of the sales force	_____	_____	_____
		360	82	83

COURSE TOTAL HOURS

525

**EAST SAN GABRIEL VALLEY REGIONAL OCCUPATIONAL PROGRAM
AND TECHNICAL CENTER**

eCOMMERCE

INDIVIDUALIZED TRAINING PLAN

COURSE: _____ SECTION: _____ HIGH SCHOOL: _____

STUDENT NAME: _____

ADDRESS: _____

HOME PHONE: _____ GRADE LEVEL: _____ SS#: _____

ENROLLMENT DATE: _____ COMPLETION DATE: _____

CERTIFICATE ISSUED: _____ COUNSELOR: _____

INSTRUCTOR'S SIGNATURE _____

PROFICIENCY RATINGS:

1 = LACK OF SKILL, NEEDS ADDITIONAL TRAINING

2 = LIMITED SKILL, REQUIRING INSTRUCTION AND CLOSE SUPERVISION

3 = MODERATELY SKILLED OR CAN PERFORM WITH MINIMAL HELP

4 = SKILLED, CAN WORK INDEPENDENTLY