Western Technical College

10104106 E-Commerce

Course Outcome Summary

Course Information

Description	You can buy or sell anything online! Students will learn to determine if that is the case and where is it best to sell – stand alone or an online marketplace. You will learn about the steps to set up an e-commerce web site including shopping carts, payment gateways, and converting order processing into a shopping cart process. This class will also discuss some of the laws and regulations to consider and explore for domestic and global e-commerce.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Prerequisite	10104176 Digital Marketing
Prerequisite	10104169 Internet Marketing

Textbooks

No textbook required.

Learner Supplies

Website Hosting and Domain registration through approved provider. Verify with instructor. (Suggested is through QTH.com)

Success Abilities

1. Live Responsibly: Develop Resilience

2. Live Responsibly: Embrace Sustainability

3. Live Responsibly: Foster Accountability

4. Refine Professionalism: Act Ethically

5. Refine Professionalism: Improve Critical Thinking

6. Refine Professionalism: Participate Collaboratively

7. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs

2. Create digital marketing content for products, services, images, and ideas

3. Integrate tools and technology for digital marketing initiatives

4. Analyze the effectiveness of marketing outcomes

Course Competencies

1. Explore the development of e-Commerce over time.

Assessment Strategies
1.1. Reflection

Criteria

You will know you are successful when
1.1. you describe your own e-commerce experiences.
1.2. you identify basic components of the Internet's infrastructure.

Learning Objectives
1.a. Explore types of e-commerce and e-commerce tools and plug-ins.
1.b. Understand the basic infrastructure of the internet.
1.c. Explore basic web terminology.
1.d. Explore the impact of e-commerce on your own purchasing experiences.

2. Analyze impact of e-Commerce on a business' model and strategy.

Assessment Strategies
2.1. Written Product

Criteria

You will know you are successful when
2.1. you summarize the 8 key elements of an e-commerce business.
2.2. you evaluate an e-commerce business based on the 8 key elements.
2.3. you describe how each element is met in the chosen business.
2.4. you identify advantages and disadvantages of a chosen marketplace.
2.5. you summarize buyer and seller reviews of a chosen marketplace.
2.6. you explain why you would or why you would not join the chosen marketplace.

Learning Objectives
2.a. Discuss the key elements of e-commerce business models.
2.b. Identify each of the key concepts in a current e-commerce business.
2.c. Explore the role of online marketplaces.
2.d. Research different online marketplaces to sell your product.

3. Identify Internet trading relationships.

Assessment Strategies

3.1.   Activity

Criteria

You will know you are successful when

3.1.   you summarize B2C and B2B relationships in relation to e-commerce.
3.2.   you describe how mobile devices have shaped e-commerce.

Learning Objectives

3.a.   Define the Business to Consumer relationship.
3.b.   Define the Business to Business relationship.
3.c.   Define the Consumer to Consumer relationship.
3.d.   Research how businesses use mobile devices in e-commerce.
3.e.   Explore how the relationships vary between traditional and e-commerce experiences.

4.   Examine security considerations for e-commerce.

Assessment Strategies

4.1.   Activity

Criteria

You will know you are successful when

4.1.   you analyze the privacy issues of an e-commerce business.
4.2.   you identify illegal and/or unethical practices related to privacy.
4.3.   you identify security measures of an e-commerce business.
4.4.   you explain strategies that can be used for prevention of privacy and/or security breaches.

Learning Objectives

4.a.   Differentiate between consumer privacy and consumer security.
4.b.   Research the impact of privacy and security on the consumer.
4.c.   Research protections e-commerce business needs to use to keep consumer information safe.
4.d.   Identify the consequences of neglecting security and privacy protections.

5.   Explore legal issues including privacy in e-Commerce.

Assessment Strategies

5.1.   Activity

Criteria

You will know you are successful when

5.1.   you interpret laws and regulations related to e-commerce.
5.2.   you describe consumer's privacy rights in e-commerce.
5.3.   you summarize taxes related to e-commerce.

Learning Objectives

5.a.   Examine laws that govern e-commerce.
5.b.   Explore taxation laws.
5.c.   Explore privacy laws/regulations.

6.   Examine the issues of global e-Commerce.

Assessment Strategies

6.1.   Activity

Criteria

You will know you are successful when

6.1.   you interpret laws and regulations related to global e-commerce.
6.2.   you describe barriers to global e-commerce for a business.

Learning Objectives

6.a.   Explore barriers to global e-commerce.
6.b.   Explore import and export laws.

6.c. Explore packaging, labeling, and shipping laws/regulations.

7. Analyze the competition for an online store.

Assessment Strategies

7.1. Written Product

Criteria

You will know you are successful when

7.1. you develop a Competitive Analysis form to evaluate your competition.
7.2. you include a minimum of five clearly defined criteria on your form.
7.3. you apply your form to analyze a competitor.
7.4. you modify your form based on information gathered through analysis.

Learning Objectives

7.a. Identify competitors to your store.
7.b. Research criteria for evaluation of competitors.
7.c. Develop an evaluation form.

8. Evaluate shopping cart software.

Assessment Strategies

8.1. Analysis

Criteria

You will know you are successful when

8.1. you analyze at least 3 different shopping cart plug-ins.
8.2. you identify advantages and disadvantages for each shopping cart plug-in.
8.3. you rank order your preferences and justify the order.
8.4. you choose a shopping cart plug-in for your final project.

Learning Objectives

8.a. Compare existing shopping cart software.
8.b. Examine criteria for a shopping cart.
8.c. Choose a shopping cart.

9. Evaluate electronic payment systems for an e-commerce site.

Assessment Strategies

9.1. Analysis

Criteria

You will know you are successful when

9.1. you compare at least 4 different payment gateways.
9.2. you describe advantages and disadvantages of each payment gateway.
9.3. you choose the best payment gateway for your project/client.
9.4. you justify your choice based on selection criteria and analysis.

Learning Objectives

9.a. Compare existing payment gateways.
9.b. Determine criteria for a payment gateway.
9.c. Choose a payment gateway.

10. Evaluate fulfillment services, including shipping.

Assessment Strategies

10.1. Analysis

Criteria

You will know you are successful when

10.1. you compare at least 3 carriers (shipping services) for your product.
10.2. you identify advantages and disadvantages for each carrier.
10.3. you compare at least 2 fulfillment services for your product.

10.4.   you identify advantages and disadvantages for the services.
10.5.   you select a carrier and a fulfillment service.
10.6.   you justify your choices based on information from analysis.

Learning Objectives

10.a.   Research fulfillment services for e-commerce businesses.
10.b.   Research shipping options for product.
10.c.   Identify factors related to shipping (weight, packaging, restrictions, etc.).

11.   Implement an e-commerce site.

Assessment Strategies

11.1.   Project

Criteria

You will know you are successful when

11.1.   you develop navigation and pages for at least the Store, Cart and Account.
11.2.   you include carrier selected on your page.
11.3.   you install shopping cart plug-in.
11.4.   you set-up payment gateway selected.
11.5.   you identify at least two products (with image, description, SKU, pricing and necessary attributes and other options for accurate order processing).
11.6.   you include store information including address, email, phone.
11.7.   you calculate taxes correctly for products.
11.8.   you publish policy pages including basic Privacy, Returns, and Terms and Conditions.
11.9.   you identify and justify the use of at least 5 tactics to promote your store.
11.10.   you identify goals for your e-commerce store.
11.11.   you identify the Key Performance Indicators.
11.12.   you identify metrics used to measure progress towards your goals/KPI.
11.13.   you use Google Analytics to track metrics.

Learning Objectives

11.a.   Install chosen shopping cart plugin to website.
11.b.   Configure the shopping cart to sell a product and match design of website.
11.c.   Develop your webpage to sell your product (shopping, shipping cart, payment, products, store information, taxes, policy pages, etc.) .
11.d.   Explore tactics used to promote your store.
11.e.   Identify the analytics used to track success of the shopping cart.
11.f.   Identify keywords for the website.
11.g.   Develop an optimization plan based on keywords.
11.h.   Develop a plan to promote your online store.