

COURSE MAM1040: E-COMMERCE 1**Level:** Introductory**Theme:** Marketing Systems and Strategies**Prerequisite:** None**Description:** Students will investigate the concept of e-commerce as a marketing strategy and design an e-commerce Web site to sell products/services.**Note:** The e-commerce Web site that is designed may or may not be made operational.**Parameters:** Access to a computer workstation, the Internet and word processing and Web site design software. Free or shareware packages that assist in Web site design are available.**Supporting Courses:** INF1030 Word Processing 1, MAM1010 Management & Marketing Basics**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> describe features, benefits and challenges influencing decisions to market online 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a report that describes: <ul style="list-style-type: none"> features specific to an e-commerce Web site benefits of marketing online challenges in establishing and maintaining an e-commerce Web site, including: <ul style="list-style-type: none"> addressing ethical issues and privacy concerns meeting the needs of potential customers. <p><i>Assessment Tool</i> <i>Assessment Guide: E-commerce 1 (MAM1040-1)</i></p> <p><i>Standard</i> <i>Rating of 2 for the applicable task in the Assessment Guide</i></p>	15
<ul style="list-style-type: none"> outline the process of building an e-commerce Web site 	<ul style="list-style-type: none"> a report that outlines the process of researching, planning, developing, testing and publishing of an e-commerce Web site. <p><i>Assessment Tool</i> <i>Assessment Guide: E-commerce 1 (MAM1040-1)</i></p> <p><i>Standard</i> <i>Rating of 2 for the applicable task in the Assessment Guide</i></p>	15

COURSE MAM1040: E-COMMERCE 1 (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • analyze features of effective e-commerce Web sites 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • an analysis of the content and design/technical features observed in at least two e-commerce Web sites. <p><i>Assessment Tool</i> <i>Research Process: Features of Effective E-commerce Web Sites (MAM1040-2)</i></p> <p><i>Standard</i> <i>All applicable sections have been completed</i></p>	<p>10</p>
<ul style="list-style-type: none"> • design an e-commerce Web site to market products or services online 	<ul style="list-style-type: none"> • a description of the proposed e-commerce Web site • a storyboard that outlines the page layout, including text, a navigational map, and: <ul style="list-style-type: none"> – special effects, such as pictures, photographs, graphics, sound, navigation menus, bars, text links – additional content, such as e-mail contact, company contacts and privacy policy • the development of the Web site using available software (optional) • a presentation of the e-commerce Web site that incorporates all required features and demonstrates effective principles of Web site design • a summary of feedback from reviewers/clients and an outline of proposed changes to the Web site. <p><i>Assessment Tool</i> <i>Assessment Task: E-commerce Web Site Evaluation (MAM1040-3)</i></p> <p><i>Standard</i> <i>All applicable sections have been completed</i></p>	<p>50</p>

COURSE MAM1040: E-COMMERCE 1 (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • apply, consistently, appropriate workstation routines • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • demonstration of appropriate workstation routines. <p><i>Assessment Tool</i> <i>Assessment Checklist: Workstation Routines and Management (INFWRKSTN)</i></p> <p><i>Standard</i> <i>Rating of:</i> 2 – Workstation Routines 3 – File Management 2 – Time Management/Organization 3 – Professionalism</p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above.</i></p>	<p>10</p> <p>Integrated throughout</p>

COURSE MAM1040: E-COMMERCE 1 (continued)

Concept	Specific Outcomes	Notes
Features	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • list features that are typical of e-commerce Web sites, including: <ul style="list-style-type: none"> – a catalogue display that lists products and/or services for sale – systems to handle orders, payments, shipping and inventory – marketing and advertising initiatives to attract and retain customers. 	<p>Components of an e-commerce Web site:</p> <ul style="list-style-type: none"> • home page can include business description, logo, domain name, navigation to other pages, guest book or other customer registration options • information pages can include company information, such as contacts, location, policies on privacy and security, terms of business, “What’s New” • descriptions of products/services (catalogue) • a shopping cart • shipping choices • payment choices.
Benefits	<ul style="list-style-type: none"> • describe the potential benefits of marketing online (e-commerce), including: <ul style="list-style-type: none"> – higher revenue/income potential <ul style="list-style-type: none"> • exposing business to wider audiences—local, national and global • expanded business networks/affiliations • reduced overall labour, communication and inventory costs – enhanced customer service—24/7 access – faster information dissemination to customers – faster information dissemination on products and marketing efforts within the company – increased good will and shareholder value. 	
<p>Challenges</p> <ul style="list-style-type: none"> • Address Ethical Issues and Privacy Concerns • Meeting Needs of Potential Customers 	<ul style="list-style-type: none"> • assess challenges to marketing online, including: <ul style="list-style-type: none"> – ethical issues (e.g., selling illegal items; using untrue, incomplete statements in advertising; accepting money for recommendations) – privacy concerns; e.g., managing the nature and degree of information collected on customers, selling or renting customer information to a third party without permission • profile potential customers: <ul style="list-style-type: none"> – age, gender, interests, occupations, income – reading, writing and hearing abilities – computer hardware/software expertise – status of computer equipment; e.g., processing speed, screen size, wireless mobile devices – connection speed to the Internet. 	<p>Wireless mobile devices:</p> <ul style="list-style-type: none"> • cell phones • personal digital assistants (PDAs) • notebooks. <p>Text only version for visually impaired and those with slow computers.</p> <p>Smaller version of images—loads faster on low-bandwidth connection.</p> <p>Text visibility should be tested on smaller monitors.</p>

COURSE MAM1040: E-COMMERCE 1 (continued)

Concept	Specific Outcomes	Notes
<p>Building an E-commerce Web Site (continued)</p> <ul style="list-style-type: none"> • Testing the Web Site (Optional) • Presenting the Web Site • Modify, Publish, Market and Document the Web Site (Optional) 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • review the impact of the layout, text and special effects • test hyperlinks and navigation paths • gather opinions and feedback on impact and effectiveness • make necessary adjustments • register a domain name (URL) that: <ul style="list-style-type: none"> – is easy to find and remember – is reflective of the Web site’s content – has a logical connection to Web site sponsor • publish pages to the Web site • market the Web site <ul style="list-style-type: none"> – online (search engines/directories and partnerships) – offline (news releases, stationery, advertisements) • document the Web site, by: <ul style="list-style-type: none"> – listing items that need updating on a regular basis or that are to be changed seasonally – creating a proposed schedule for software/hardware review. 	<p>Check availability of URLs at www.networksolutions.com, or use search engines.</p> <p>Register a domain name at www.internic.net.</p>

COURSE MAM1040: E-COMMERCE 1 (continued)

Concept	Specific Outcomes	Notes
<p>Features of Effective E-commerce Web Sites</p> <ul style="list-style-type: none"> • Content-related Features 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze the following content-related features of effective e-commerce Web sites: <ul style="list-style-type: none"> – the home page shows the main components of the Web site effectively – the search function allows efficient access to information – company information is included; e.g., name of company, address, telephone number, fax number, e-mail contact, list of key personnel, video of key staff person – company policies on privacy, security and terms of business are clearly stated – products/services are effectively displayed—name, code, description, price, option to buy, link to shopping cart, detailed product information – the shopping cart indicates purchase name, code, price(s), discount, shipping costs, taxes and total costs – the shopping cart provides options to delete the purchase(s), continue shopping or check out with a link to shipping choices – the shipping choices and costs are clear (courier, postal service, bus, rail, air, truck) and there is a link to payment choices – the payment choices are clear—credit card, debit card, electronic cash – forms to gather customer information are well-designed – incentives to register are clear and attract attention – drop-down menus assist in filling out forms – additional content is offered to attract customers; e.g., detailed product/service information, frequently asked questions, “What’s New,” newsroom, forum, Web site tour, thank-you page, games – text is appropriate for potential customers – text is accurate—no errors in spelling, punctuation, grammar 	<p>Considerations for developing content:</p> <ul style="list-style-type: none"> • present ideas in an easy-to-follow fashion (estimated viewer attention span is 10 seconds) • place most requested information in “front” of Web site, least requested in “back” • keep documents as simple as possible • use language that is appropriate for the target market.

COURSE MAM1040: E-COMMERCE 1 (continued)

Concept	Specific Outcomes	Notes
<p>Features of Effective E-commerce Web Sites (continued)</p> <ul style="list-style-type: none"> • Design- and Technical-related Features 	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • analyze the following design- and technical-related features of effective e-commerce Web sites: <ul style="list-style-type: none"> – the overall impact of the Web site is positive and motivating – the Web site aligns with potential customers' interests and needs – the pages are consistent in format, text size, font, headings and colour – colour contrast helps items stand out or blend in – the background is effective – special effects have been added and are appropriate; e.g., pictures, photographs, graphics, sound, borders, audio, animation, video, marquee, 3-D graphics, 3-D animation – the home page provides clear links to other pages of the Web site – navigation methods are effective; e.g., menus, bars, links (text, icon, banner ad, hover button, image map) – navigation throughout the Web site is efficient (three or fewer “clicks”) – after the home page, navigation links are positioned in a standard location – the organization of information is efficient (least used at “back” of Web site) – the processing speed is acceptable throughout the Web site – the domain name (URL) is indicative of the products/services offered – viewers have the option to register and the ability to ask questions, request information and give feedback – viewers have the option to control viewing choices; e.g., text only, view videos, turn off sound, enlarge/reduce picture size, customize the home page, select language. 	<p>Static Web sites include primarily text, but they can include special features such as sound, photographs and 3-D graphics.</p> <p>Dynamic Web sites include special features such as animation and video and/or have interactive features; e.g., viewer registration, purchase information, e-mail inquiries connected to a database.</p>

COURSE MAM1040: E-COMMERCE 1 (continued)

Concept	Specific Outcomes	Notes
Workstation Management	<p><i>The student should:</i></p> <ul style="list-style-type: none">• demonstrate appropriate workstation routines:<ul style="list-style-type: none">– good health and safety (posture, positioning of hardware and furniture)– security for hardware, software, supplies and personal work• demonstrate efficient and appropriate use of time and resources:<ul style="list-style-type: none">– start-up procedures– organization of work area– closing procedures• apply effective decision-making strategies when using the Internet• use related terminology to describe basic protocols, processes and tools.	

