

Mercer County Community College

Division of Business and Technology

IST 245

BUILDING E-COMMERCE WEB SITES

COURSE DESCRIPTION

Treats the fundamental techniques used to build and market E-Commerce web sites. Students will learn how to construct a fully functional online business using current software. Students will also learn about the various ways to advertise online, create shopping carts and process orders securely.

Text (s): **Reference Division Booklist**

Prerequisites:

Co-requisites:

Credits: 3

Lecture Hours: 2

Studio/Lab Hours: 2

<p>Food and drink are strictly prohibited in classrooms as per health and safety laws. Students may not bring in chemicals or cleaning fluids without the appropriate MSD sheets.</p>
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Course Coordinator: Winston H. Maddox

Latest Review: Fall 2003

I. GENERAL OBJECTIVES

Unit 1: Creating Web Sites (3 weeks)

1. The student should know how to create basic layouts using Microsoft FrontPage. Students should be able to write text, create links, display images, and create tables.
2. The student should know how to "hand code" basic tags including <P>, <H1>...<H6>, <A>, , <TABLE>.
3. The student should be able to "publish" a web site - that is, the student should be able to edit their page locally and place their web sites on a server.

Unit 2: Creating an online business. (4 Weeks)

1. The student should know how to create an appealing, fast-loading home page to their online business.
2. The student should be able to create a "Shopping Cart".
3. Students should be able to create an online "catalog" of their products; emphasis will be placed on clarity, speed and ease-of-use.
4. Students should know how to design and implement a simple navigation method for their site.
5. Students should be able to create a basic "style sheet" for their business.
6. Students should be able to clearly present key business information on their web site.

Unit 3: Securely doing business online. (4 Weeks)

1. Students should be able to implement a CyberCash or equivalent system for processing credit card orders online.
2. Students should understand the fundamentals and need of a secure server.
3. Students should be able to "checkout" customers, e-mail receipts and setup a method for processing orders.

Unit 4: Marketing your online business. (2 Weeks)

1. Students should be able to create a banner ad of the appropriate size, and to setup a page with instructions for other people to link to their business.
2. Students should be able to register their online business with Yahoo.com, Altavista.com, and other major search engines.
3. Students should be informed and know how to use services such as LinkExchange.

Unit 5: Finishing Touches (2 Weeks)

1. Students should be able to setup e-mail accounts for the business, and to use those accounts with Outlook Express or other major e-mail programs.
2. Students should learn how to sign up for "Associate Programs" with other companies such as Amazon.com and Beyond.com.

II. EVALUATION METHOD

The course requires 7 lab projects. Each project will be graded and the final grade for the course will be the average of the 7 grades.