Web Design Series
E-Commerce Specialist

Course Topics

This course will undertake learning in the following areas...

- Electronic Commerce Foundations
- Law and the Internet
- Web Marketing Goals
- Online Product Promotion
- Site Usability
- Customer Relationship Management (CRM) and E-Services
- Business-to-Business Frameworks
- E-Commerce Site Creation Packages – Outsourcing
- E-Commerce Site Creation Software
- Site Development Software Implementation

...and more!

Target Audience

This course is for individuals who already understand the foundations of Web technologies and want to become proficient in e-commerce practices and site design.

Prerequisites

There are no prerequisites for this course! However, most students find it helpful to complete the CIW Web Foundations series and the CIW Web Design Specialist course, or be able to demonstrate equivalent knowledge.

Online Resources Provided!

All CIW courses offer Case Studies for class discussion about real-world skills applications and job-related topics. Guided, step-by-step labs provide opportunities to practice new skills. Students can challenge themselves and review their skills after each lesson in the Lesson Summary and Lesson Review sections.

Additional skill reinforcement is provided in Activities, Optional Labs, Lesson Quizzes and a Course Assessment that are available from the teacher.

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