



UNITED INDEPENDENT SCHOOL DISTRICT

AGENDA ACTION ITEM

TOPIC: Request for approval of E-Commerce Marketing Course

SUBMITTED BY: Alicia G. Carrillo **OF:** CTE Director

APPROVED FOR TRANSMITTAL TO SCHOOL BOARD: _____

DATE ASSIGNED FOR BOARD CONSIDERATION: _____

RECOMMENDATION:

Administration recommends that the Board approve E-Commerce Marketing as a new CTE program offering.

RATIONALE:

The E-Commerce Marketing course is designed to prepare students for entry level positions in the e-commerce/e-marketing industry. Students will have the opportunity to develop skills that include e-commerce and electronic media techniques necessary for a business to compete in a global economy. As a part of this course, students will coordinate online and offline marketing, promotion and sales strategies for an actual e-commerce school store.

BUDGETARY INFORMATION

The E-Commerce Marketing does not require additional budgetary considerations as it would be funded through the existing Career and Technical Education program budget.



E-Commerce Marketing

Number of credits that may be earned: 1 credit

Grade placement: 10th-12th

Brief description of the course (150 words or less):

The E-Commerce Marketing course is designed to prepare students for entry level positions in the e-commerce/e-marketing industry. Students will have the opportunity to develop skills that include e-commerce and electronic media techniques necessary for a business to compete in a global economy. As a part of this course, students will coordinate online and offline marketing, promotion and sales strategies for an actual e-commerce school store.

Essential Knowledge and Skills of the course:

(1) Develop basic knowledge of e-commerce principles. The student is expected to:

- (A) discover the history, nature and impact of e-commerce;
- (B) identify and understand fundamental terms and concepts used in e-business;
- (C) articulate the different types of e-commerce models; and
- (D) document the advantages and disadvantages of doing business on the Web.

(2) Understanding of the basic concepts, key issues and critical technologies of e-Business and understand the contributions to e-Business solutions. The student is expected to:

- (A) identify and understand fundamental terms and concepts used in e-Business;
- (B) distinguish and explain the current types of e-business models being applied today and contrast them to past business models and the history of e-business;
- (C) recognize the evolution of e-business, best practices and processes demonstrated by e-business leaders;
- (D) strategize the key factors considered when launching e-business initiatives;
- (E) develop strategic marketing functions related to launching an e-business initiative;
- (F) consider key factors relating to legal and regulatory authorities when planning e-business solutions;
- (G) differentiate and comprehend the basic principles and processes involved with implementing an e-business initiative;
- (H) identify and understand the types of e-business IT projects currently being implemented;
- (I) demonstrate an awareness of deployment and support considerations needed to sustain the key business processes that may be affected by an e-commerce business implementation;
- (J) comprehend and identify and fundamental aspects of supply chain management in the e-business paradigm;
- (K) recognize and understand the value of client/user interface designs and its affect on business relationships;
- (L) evaluate fundamental volume and performance monitoring issues in e-business;



- (M) identify and comprehend fundamental network application technology concepts and their affects on e-business implementations;
- (N) explain the fundamental concepts and terms concerning network and information security as it relates to implementing an e-business solution;
- (O) discover and understand fundamental concepts concerning e-business technology performance and maintenance to support an e-Business solution; and
- (P) outline the fundamental concepts relating to data management and usage in supporting e-business technology solutions.

(3) Development of an Online Business Plan. The student is expected to:

- (A) illustrate and identify the entrepreneurial process;
- (B) identify factors affecting the success of e-Commerce business;
- (C) distinguish the different planning stages outlined in an electronic business;
- (D) define an Internet Business Strategy utilizing the following key factors: the company vision, mission, objectives, values, strategies, goals and programs; and
- (E) develop a written business plan by defining business description, products and services, industry analysis, marketing plan, operations, plan, financial plan, management plan.

(4) Explore use of the Internet as a marketing tool. The student is expected to:

- (A) interpret the basic marketing functions and how they apply to e-Commerce;
- (B) describe criteria for identifying a potential web site product or service;
- (C) discover and identify the Internet tools and methods used to market goods and services;
- (D) depict target marketing and niche marketing in relation to e-Commerce;
- (E) identify and describe different methods of advertising on the Internet;
- (F) conceptualize online promotional campaigns;
- (G) create Email Marketing Campaigns;
- (H) develop and Identify Effective Banner Advertising;
- (I) understand the importance of Search Engines optimization;
- (J) coordinate on/off-line marketing techniques;
- (K) identify and explain the channels of distribution for products and services;
- (L) outline the steps and factors in pricing;
- (M) identify types of research for gathering information on customers and potential customers;
- (N) identify and illustrate customer service as it relates to e-commerce;
- (O) express the uses of databases as a marketing tool;
- (P) describe collection and payment options for web sites;
- (Q) analyze various marketing functions in existing e-Commerce sites; and
- (R) examine and define front-end business systems.

(5) Explore the ethical, legal, and security aspects of e-Commerce. The student is expected to:

- (A) define, identify and examine security concerns and threats;
- (B) identify and security procedures; authentication identification, security providers;
- (C) explain governmental policies related to e-Commerce; Fair Trade Act, Privacy Act, Interstate Commerce Act;
- (D) identify Copyright and Trademark Laws and explain how to obtain one;
- (E) evaluate appropriate copyright and trademark compliance;
- (F) apply proper citation methods; and
- (G) examine ethical issues related to e-Commerce.



(6) Analyze and create an effective e-Commerce web site. The student will be expected to:

- (A) set web site goals and objectives;
- (B) analyze web site structure and design (text, graphics, digital images, animation, links, forms, frames, applets, multi-media components, etc.);
- (C) identify methods of determining the Internet identity of a business;
- (D) explain how to obtain an Internet name;
- (E) gauge, opt for and utilize appropriate tools in the creation of complex web pages containing forms, data collection, frames and tables; and
- (F) evaluate and confirm appropriate tools in the creation of enhanced web pages containing CGI scripts, DHTML, XML, HTML, JavaScript.

(7) Explore career opportunities in e-Commerce. The student will be expected to:

- (A) comprehend and experience the daily functions of e-marketing and e-commerce by participating in Job Shadowing opportunities at area businesses; and
- (B) exhibit the basic business functions in relation to e-marketing and e-commerce.

(8) Create and manage an e-Commerce business. The student will:

- (A) operate and manage an online retail operation that has an offline component to provide an opportunity to understand the correlation of the brick and mortar aspect of the business.
- (B) develop and understanding of the importance of vendor relationship management by working with offline partners and vendors necessary in supporting the online business
- (C) integrate online efforts to extend beyond the e-commerce course; and.
- (D) provide innovative solutions to other areas of the academy which will allow for advance technology solutions deliverable via the internet.

Description of the specific student needs this course is designed to meet:

This course of study designed for students interested in being part of the ever-changing world of e-commerce, marketing, and business. Students will have the opportunity to learn advanced electronic marketing techniques by operating an actual campus-based e-commerce business.

Major resources and materials to be used in the course:

The students will work independently and in teams to develop research, analytical thinking skills and develop skills and competence to enable them to be successful in an e-commerce business. Students will have the opportunity to operate an electronic school store, online.

Required activities and sample optional activities to be used:

The following activities and materials may be used to supplement and enhance the program:

- Job Shadowing
- Community Involvement
- Industry Specific Advisory Committee
- Industry specific literature and digital media
- Guest speakers from the service industry
- Field trips to visit local e-commerce business sites



- Creating and managing an online store
- Developing offline partnerships and vendor relationships

Methods for evaluating student outcomes:

The classroom /lab instructor will evaluate students through the following methods:

- rubrics will be developed and used to evaluate student activities and projects
- daily work
- classroom assignments
- written examinations
- research assignment projects
- written and oral presentations/demonstrations (group/individual)
- advanced students may also be graded on feedback from internship placements, etc.

Required qualifications of teachers:

The teacher will be required to have TEA approved Business Education/Marketing certification and no less than 2 years related industry experience;

Additional information (optional):

United ISD plans to offer this course beginning in the 2009-2010 school year and continue the course indefinitely. This program will help students prepare for an emerging industry, and help students develop college and other post-secondary training connections.