

Szkozenie: CIW  
E-Commerce Specialist

FORMA SZKOZENIA	MATERIAŁY SZKOZENIOWE	CENA	CZAS TRWANIA
Stacjonarne	Tradycyjne	1000 EUR NETTO*	5 dni
Stacjonarne	Cyfrowe	1000 EUR NETTO*	5 dni
Stacjonarne	Tablet CTAB	1100 EUR NETTO*	5 dni

\* (+VAT zgodnie z obowiązującą stawką w dniu wystawienia faktury)

## LOKALIZACJE

Kraków - ul. Tatarska 5, II piętro, godz. 9:00 - 16:00

Warszawa - ul. Bielska 17, godz. 9:00 - 16:00

## DOSTĘPNE TERMINY

2017-12-04 | 5 dni | Warszawa

## Cel szkolenia:

E-Commerce Specialist teaches you how to conduct business online and manage the technical issues associated with constructing an e-commerce Web site. You will learn about the similarities and differences between traditional and electronic commerce, and you will explore e-commerce technologies at various levels of sophistication.

The CIW E-Commerce Specialist course is for individuals who already understand the foundations of Web technologies and want to become proficient in e-commerce practices and site design:

- Web designers
- Internet consultants
- IT professionals
- Marketing professionals
- Web and graphic artists
- Business professionals

## Plan szkolenia:

- Electronic Commerce Foundations
  - Introduction to Web Commerce
  - Impetus for Web Commerce

- Electronic Commerce Defined
- Applying E-Commerce Concepts to Focus Companies
- Types of Electronic Commerce
- Microcommerce and Macrocommerce
- Benefits of Electronic Commerce
- Drawbacks of Electronic Commerce
- E-Commerce Solutions
- Web Storefront Hardware and Software
- Ingredients of a Web Storefront
- The Virtual Enterprise
- Site Implementation
- E-Commerce Guidelines
- Law and the Internet
  - Introduction to Internet Legal Issues
  - Electronic Publishing
  - Intellectual Property Issues
  - Areas of Liability
  - Copyright, Trademark and Patent Issues
  - Privacy and Confidentiality
  - Jurisdiction and Electronic Publishing
  - Internet Taxation
  - International Tax and the Internet
  - Customs and E-Commerce
  - Tariffs and E-Commerce
  - Protecting a Brand
  - Ethical Business Practices
- Web Marketing Goals
  - Marketing Overview
  - Web Marketing Benefits
  - Examples of Successful Web Marketing
  - Marketing Goals
  - Web Marketing Strategies
  - Growth Drivers and Barriers in E-Commerce
  - Selecting and Positioning Your Product
  - Identifying Your Target Market
- Online Product Promotion

- Online Promotion Overview
- E-Commerce Promotion Considerations
- E-Commerce Site Categories
- Banner Ads
- Advertising Representatives
- Banner Ad Positioning
- Banner Ad Exchange Networks
- Referrer Programs
- Blogs and Blogads
- Pop-Up and Related Ads
- Search Engine Placement
- Tags and Search Engines
- E-Mail and Marketing
- Ad Performance Evaluation
- Offline Product Promotion
- Ad Campaign Implementation
- Site Usability
  - Overview of Usability Issues
  - Usability Testing
  - Designing the Site Hierarchy
  - Page Layout Design Guidelines
  - Browser Compatibility Issues
- Customer Relationship Management (CRM) and E- Services
  - Managing the Customer
  - Customer Relationship Management
  - Customer Service Concepts
  - Customer Service Tools and Methodology
  - E-Service Action Plan
  - Integrating CRM and Customer Service
- Business-to-Business Frameworks
  - B2B E-Business Overview
  - E-Commerce Fundamentals
  - Business Concepts
  - Internet Marketplaces
  - Tools and Technologies
  - Electronic Data Interchange (EDI)

- Open Buying on the Internet (OBI)
- Open Trading Protocol (OTP)
- Web Services
- E-Commerce Site Creation Packages — Outsourcing
  - Outsourcing Site Creation Packages
  - Entry-Level Outsourcing: Online Instant Storefronts
  - Online Outsourcing Solutions
  - Outsourcing: Mid-Level Offline Instant Storefronts
  - Mid-Level Offline Storefront Products
  - Outsourcing: High-Level Offline Instant Storefronts
  - High-Level Offline Storefront Products
  - Auctions: The Other E-Commerce Option
- E-Commerce Site Creation Software
  - Microsoft Commerce Server 2007 Overview
  - Web Server Overview
  - Microsoft Internet Information Services (IIS) 6.0
  - IIS 6.0 Preparation
  - IIS 6.0 Installation
  - IIS 6.0 Configuration
  - Sun Java System Web Server 6.1
  - Open-Source Solutions
  - Sizing Your Hardware
- Site Development Software Implementation
  - Commerce Site Development Overview
  - Database Servers
  - Commerce Site Development
- E-Commerce Site Development Using Commerce Server
  - Building Commerce Solutions
  - Commerce Site Management
  - Solution Site Customization
- Creating an Online Catalog
  - Catalog Design
  - Commerce Server 2007 Catalog Definitions
  - Building a Base Catalog
  - Virtual Catalogs
  - Using Commerce Server to Support B2B Commerce

- Inventory Control and Order Processing
  - Inventory Management
  - Inventory Systems
  - Designing Order Systems
  - Order System Implementation
- Payment Gateways
  - Payment Processing in E-Commerce
  - Choosing Payment-Processing Methods
  - Credit Card Processing
  - Managing Transactions
  - Implementing PayPal
  - Online Check Processing
  - Preventing Fraud
- E-Service Implementation and Support
  - Implementing Customer Support
  - E-Mail and User Forums
  - Frequently Asked Questions (FAQ) Implementation
  - Knowledge Base
- Transaction and Web Site Security
  - Overview of Transaction Security
  - Purposes of Security
  - Encryption and Decryption
  - Public Key Infrastructure (PKI)
  - X.509 Standard
  - Certificate Revocation
  - VeriSign
  - Using Certificates
  - Obtaining Certificates
  - Installing Certificates
  - Implementing Microsoft Certificate Services
  - Secure Electronic Transactions (SET)
  - Securing Sensitive Data
  - Identifying Attack Types
  - Protecting Against Attacks
  - E-Commerce Forensic Techniques
- E-Learning Solutions

- E-Learning Introduction
- E-Learning Models
- Distance-Learning Essentials
- E-Learning Content
- Student Navigation and Progress Reporting
- Reusable Learning Objects
- Site Management and Performance Testing
  - Introduction to Site Management and Performance Testing
  - Site Management Tasks
  - Managing Web Site Performance
  - Logging and Trend Analysis
  - Performance-Monitoring Tools
  - Course Conclusion

## Wymagania:

No prerequisites are mandated before taking this course. However, most students find it helpful to complete the CIW Web Foundations series of courses (Internet Business Associate, Site Development Associate and Network Technology Associate) and the CIW Web Design Specialist course; or be able to demonstrate equivalent knowledge of fundamental Internet and site design skills.

## Poziom trudności



## Certyfikaty:

The participants will obtain certificates signed by CIW. The E-Commerce Specialist course prepares candidates also to take the CIW E-Commerce Specialist exam (1D0-525 is available at [Pearson VUE](#) or [Prometric](#) test centers.), which if passed earns the individual the CIW E-Commerce Specialist certification.

## Prowadzący:

CIW Certified Instructor