Standards and Competencies for Webpage Design-eCommerce (Course # 3760)

		Begin-End Yr
Standard 1 - Students will analyze Internet etiquette on the World Wide Web		2009 -
	1.1 - Analyze Internet etiquette with regard to spamming, copyright, copyright infringement, and responsibilities for materials published for public viewing. Evaluate various Internet guards and programs intended to monitor and/or	2009 -
	1.2 - Evaluate means to protect intellectual property and limit liability	2009 -
	1.3 - Analyze international issues.	2009 -
	1.4 - Evaluate how to take legal action to protect a brand.	2009 -
Standard 2 - Students will demonstrate awareness of marketing and on-line product promotion skills		2009 -
	2.1 - Demonstrate the use of demographics, psychographics and audience data in achieving marketing goals	2009 -
	2.2 - Conduct effective online product promotions in both global (mass) and niche (micro) markets	2009 -
	2.3 - Develop and effectively place banner ads.	2009 -
	2.4 - Analyze banner exchange and referrer programs.	2009 -
	2.5 - Evaluate alternative promotion methods, including search engine placement, e-mail, and offline product promotion.	2009 -
	2.6 - Evaluate market growth drivers and barriers.	2009 -
	2.7 - Analyze Web marketing strategies and goals.	2009 -
	2.8 - Examine factors that affect ecommerce implementations, including product distribution and availability, product pricing, and the selling of hard versus soft goods.	2009 -
Standard 3 - Students will analyze business-to-business eCommerce concepts		2009 -
	3.1 - Evaluate Electronic Data Interchange (EDI) and Internet EDI.	2009 -
	3.2 - Analyze EDI provisions for business security.	2009 -
	3.3 - Analyze the relationship between EDI and the Extensible Markup Language (XML)	2009 -
	3.4 - Evaluate Open Buying on the Internet (OBI) technologies and elements	2009 -
	3.5 - Comprehend and apply the Open Trading Protocol (OTP).	2009 -
	3.6 - Evaluate business to business concepts.	2009 -
Standard 4 - Students will evaluate various industry standard site building software		2009 -
	4.1 - Evaluate commercial off-the-shelf (COTS) products.	2009 -
	4.2 - Evaluate open systems emphasis.	2009 -
	4.3 - Clarify the use of commercial off-the-shelf (COTS) and creation of open systems and other non-developmental items (NDI) through the use of interface standards.	2009 -
	4.4 - Evaluate features and utilities available with commercial off-the-shelf (COTS) Web building software	2009 -
	4.5 - Analyze Ecommerce eCommerce site development and deployment software	2009 -
	4.6 - Evaluate features and utilities available with outsourced Ecommerce site creation packages	2009 -
Standard 5 - Students will evaluate site usability and customer relationship management concepts		2009 -
	5.1 - Analyze click patterns and screen flow.	2009 -
	5.2 - Conduct a usability analysis.	2009 -
	5.3 - Develop a customer relationship plan to include the use of synchronous and asynchronous service	2009 -
	5.4 - Research the usefulness of self-service in customer relationship management	2009 -
	5.5 - Analyze elements of a customer relationship management action plan	2009 -
	5.6 - Demonstrate installation and integration of a knowledge base	2009 -
Standard 6 - Students will analyze high-performance customer-oriented frameworks		2009 -
	6.1 - Evaluate transaction security methods.	2009 -
	6.2 - Distinguish the X.509 standard and digital certificates	2009 -
	6.3 - Employ digital certificates to secure a site.	2009 -
	6.4 - Differentiate between site maintenance, security management, and performance monitoring	2009 -
	6.5 - Read and interpret log files to determine a system¿s ability to meet demands	2009 -
	6.6 - Conduct performance testing on eCommerce site servers	2009 -
	6.7 - Correct critical eCommerce site server bottlenecks.	2009 -
Standard 7 - Students will evaluate the process of commercial Web site publishing		2009 -
	7.1 - Evaluate commercial domain hosting services.	2009 -
	7.2 - Evaluate various search engines.	2009 -
	7.3 - Evaluate the concepts of domain name hosting, transfer, parking, registration, and sub hosting	2009 -
	7.4 - Employ the use of Meta-tags to enhance and optimize commercial Web site publishing	2009 -
	7.5 - Create an online catalog.	2009 -
	7.6 - Deploy payment gateways.	2009 -
	7.7 - Evaluate the benefits and drawbacks of ecommerce to upper management.	2009 -
	7.8 - Evaluate common hardware and software used in an ecommerce solution	2009 -
	7.9 - Analyze the elements of a Web storefront.	2009 -
	7.10 - Plan a phased ecommerce site implementation.	2009 -
Standard 8 - Students will access and compare various domain hosting services		2009 -
	8.1 - Analyze various services offered by Internet hosting services.	2009 -
	8.2 - Analyze costs of commercial domain hosting services.	2009 -
	8.3 - Analyze needs to determine if your site requires entry-level, mid-level, or high-level outsourced storefronts	2009 -

Standard 9 - Students will analyze current market rates for commercial Web site design hosting and maintenance		2009 -
	9.1 - Analyze various services offered by Internet Web site design services, including in-house and instant storefront solutions.	2009 -
	9.2 - Analyze services offered and costs by commercial Web site design services.	2009 -
	9.3 - Analyze the cost of host Internet connection and equipment required for hosting and maintenance	2009 -
Standard 10 - Students will demonstrate leadership, citizenship, and teamwork skills required for success in the school, community, and workplace.		2009 -
	10.1 - Demonstrate dignity in work.	2009 -
	10.2 - Participate in Future Business Leaders of America (FBLA) as an integral part of classroom instruction	2009 -
	10.3 - Evaluate school, community, and workplace situations by applying problem-solving and decision-making skills.	2009 -
	10.4 - Demonstrate the ability to work professionally with others	2009 -