

# Module 6: Instructor Guide

This course designed for multiple audiences for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE) course through their high school. Through this class students can learn the methods and strategies that will enable them to become better marketing practitioners.

## Overview:

In this module, we will explain electronic payment collection methods.

Read “Module 6: Lecture Guide Part I” document before having the students complete the following discussions/activities and assignments.

### In-Class Activity to lead to a Discussion #1

List the essential components that should be included in any software package for electronic commerce in no more than 100 words.

### In-Class Activity to lead to a Discussion #2

Explain why shopping cart abandonment might be a problem for an online merchant in around 200 words, and then list at least two steps that can be taken to lessen it.

### In-Class Activity to lead to a Discussion #3

Give a brief explanation of the objectives of corporate application integration, including why XML is frequently utilized in such initiatives.

### In-Class Activity to lead to a Discussion #4

Sales and shipment totals must be compiled by electronic commerce software. Explain how software for a small online store might complete this work in roughly 100 words and compare it to how software for a big business might do it.

Read “Module 6: Readings and Videos Part II” document before having the students complete the following discussions/activities and assignments.

### In-Class Activity to lead to a Discussion #5

Explain the problems that occur while processing modest payments (less than \$10) for online transactions. Include the names of the businesses or items that offer the solutions to any difficulties you find in your description of the issues.

### In-Class Activity to lead to a Discussion #6

Explain in no more than 100 words why an acquiring bank would typically assess a company's creditworthiness before creating a merchant account to process credit card transactions for that company.

#### **In-Class Activity to lead to a Discussion #7**

Since its launch, Bitcoin's value has undergone significant fluctuations. Explain why a cryptocurrency might fluctuate more than most other currencies in little more than 100 words.

#### **In-Class Activity to lead to a Discussion #8**

There are certain anonymous digital cash products that claim to be unrestricted by any banks or governmental regulations. Evaluate this assertion and explain how the usefulness of such a product might be impacted by such a freedom in no more than 100 words.