

Module 7: Instructor Guide

This course is 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 analyze how user experience, proper hardware, and software of e-commerce improves a business's web presence. 8 & 12

Read "Module 7: Lecture Guide" document before having the students complete the following discussions/activities and assignments.

In-Class Activity to lead to a Discussion #1

In about 200 words, describe the technologies Web servers use to tailor customized Web pages that respond to users' requests. In your answer, include a comparison of client-side and server-side approaches and outline the advantages of each.

In-Class Activity to lead to a Discussion #2

In about 200 words, distinguish between white-list and black-list spam filters, then outline the advantages and disadvantages of each.

In-Class Activity to lead to a Discussion #3

In about 100 words, outline the benefits and costs of using a decentralized instead of a centralized server architecture for an online business operation.

Read "Module 7: 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 #4

You have been engaged by a nearby restaurant called The Den to assist them in creating a new internet business venture. The business wishes to actively incorporate social networking into its marketing strategy and website. Describe three advantages that The Den may want to achieve through this effort in one or two words. Then, in a separate paragraph, describe how The Den might gauge the success of each benefit target.

In-Class Activity to lead to a Discussion #5

List and succinctly describe four distinct actions that a business might take to establish an online business initiative in no more than 100 words.

In-Class Activity to lead to a Discussion #6

Businesses no longer only consider Web sites when imagining online activity. Outline at least two online business applications that can't be done by creating or enhancing a website in two or three paragraphs.

In-Class Activity to lead to a Discussion #7

Describe the benefits and drawbacks of utilizing ROI to assess online company evaluations in no more than 100 words.