**e-Business (QRT2) Task 1**

Activities at a Glance

**WEEK 1**

Read the following chapter in the Management of Marketing text in SkillSoft.

- chapter 1: ("Marketing Philosophy")

Watch the following videos in the Marketing Essentials Series in SkillSoft. Each video is one hour long and offers a comprehensive view of traditional marketing.

- video 1: ("Introduction to Marketing") - ID: mkt_01_a01_bs_enus
- video 2: ("Planning and People") - ID: mkt_01_a02_bs_enus
- video 3: ("Product and Price") - ID: mkt_01_a03_bs_enus
- video 4: ("Place") - ID: mkt_01_a04_bs_enus
- video 5: ("Promotion") - ID: mkt_01_a05_bs_enus
- video 6: ("Marketing and Ethics") - ID: mkt_01_a06_bs_enus

Online Marketing

Read the following chapter in the Online Marketing Inside Out text in SkillSoft.

- chapter 1: ("The Changing Face of Marketing")

Watch the following video Business Concepts and the Internet in SkillSoft. This video is 2.5 hours long and offers a comprehensive view of the benefits and drawbacks of e-commerce.

- video 1: ("Business Concepts and the Internet") - ID: 211516_eng

The book Online Marketing Heroes: Interviews with 25 successful online marketing gurus in SkillSoft is filled with wisdom and strategies from creative cubicle-dwellers as well as executives managing multimillion-dollar marketing firms.

Review some or all of the profiles.

Traditional Marketing

Finding a Business to Work With

Read over the requirements in Taskstream.

Retail to E-Tail

Read the following chapters from "Book VII: Retail to E-Tail" of Starting an Online Business All-in-One Desk

Reference for Dummies in SkillSoft:
• chapter 1 ("Knowing When to Put Your Store Online")
• chapter 2 ("Understanding the Differences between Real and Virtual Customers")
• chapter 3 ("Window Dressing for the Online Display")
• chapter 4 ("Making In-Store Customers Loyal Online Shoppers")

**Competitor Analysis**

Complete the following short course Competitive Marketing Strategies: Analyzing Competitors in SkillSoft. This course is one hour long, includes job aids and skill briefs, and offers solid fundamental information about analyzing your competition.

• course: ("Analyzing Competitors") - ID: mkt_02_a02 bs enus

**Introduction to the Business Plan Process**

Complete the following course Principles of Marketing: Writing a Marketing Plan in SkillSoft. This course is 2 hours long and provides a comprehensive overview of the development of a marketing plan.

• course: ("Principles of Marketing: Writing a Marketing Plan") - ID: en_us_42406 ng

**Gathering Information and Scanning the Environment**

Read the following chapter in the Online Marketing Inside Out text in SkillSoft.

• chapter 9: ("Tying it all Together” – Creating Your Online Marketing Strategy)

**Identifying Segments and Targets**

Read the following chapters in the Management of Marketing text in SkillSoft.

• chapter 2 ("Marketing Environment")
• chapter 14 ("Marketing Information and Research")

For further information about online specific segments, you can also read the following chapters from “Book X: Niche E-Commerce ” of Starting an Online Business All-in-One Desk Reference for Dummies:

• chapter 1 ("Discovering Niche Markets")
• chapter 2 ("Discovering Niche Trends That Pay: Children and Boomers")
WEEK 2

Online Marketing Strategies

Read the following chapters in the Management of Marketing text in SkillSoft: chapter 3 (“The Constituents of Marketing”)

- chapter 6 (“Product Strategy”)

Read the following chapters from The Essential Guide to Online Marketing:

- chapter 19: (“eMarketing Strategy”)

Developing a Branding Strategy

Watch the following courses in SkillSoft. These courses take 5.5 hours (total) to complete outlines a methodology to analyze customer-brand connections and to make a connection at an emotional level both domestically, globally, and online.

- course: (“Building Lasting Customers – Brand Relations”) - ID: mkt_03_a01_bs_enus
- course: (“Global Brand Management”) – ID: mkt_03_a03_bs_enus
- course: (“Introduction to Online Branding”) – ID: MKT0221
- Review the following chapters from The Essential Guide to Online Marketing:
  - chapter 11: (“Online Reputation Management”)

7 Online Marketing Tools

Review the following chapters from The Essential Guide to Online Marketing:

- chapter 2: (“E-mail Marketing”)
- chapter 3: (“Online Advertising”)
- chapter 4: (“Affiliate Marketing”)
- chapter 5: (“Search Engine Marketing”)
- chapter 7: (“Pay per Click Advertising”)
- chapter 9: (“Crowdsourcing”)
- chapter 10: (“Viral Marketing”)

Social Media

Review the following chapters from The Essential Guide to Online Marketing:

- chapter 8: (“Social Media”)

Read the following chapter in the Online Marketing Inside Out text:

- chapter 5 (“Social Media”)
Customer Relationship Management

- Review the following chapter from The Essential Guide to Online Marketing:
- chapter 17: (“Customer Relationship Management”)
- Read the following chapter in the Management of Marketing text in SkillSoft.
- chapter 13 (“Customer Relationship Management”)

Submit Task 1

WEEK 3

e-Business (QRT2) Task 2

E-Commerce

Read the following chapter from "Book IV: Online and Operating" of Starting an Online Business All-in-One Desk Reference for Dummies:

- chapter 5 (“Putting the (Shopping) Cart before the Horse”)

Storefront Solutions

Read the following chapters from "Book VIII: Storefront Selling" of Starting an Online Business All-in-One Desk Reference for Dummies:

- chapter 1 (“Instant E-Commerce with Storefronts”)
- chapter 2 (“Mastering the Amazon”)
- chapter 3 (“Let's Hear It for Yahoo!”)
- chapter 4 (“Making eBay THE Way”)
- chapter 5 (“New Storefronts, New Opportunities”)  WEEK 5

Search Engine Optimization

Read the following chapters from The Essential Guide to Online Marketing:

- chapter 6: (“Search Engine Optimization”)

Read the following chapter from "Book VI: Boosting Sales" of Starting an Online Business All-in-One Desk Reference for Dummies:

- chapter 6 (“Mastering Search Engines, Optimization, and Rankings”)

Read the following chapters in the Online Marketing Inside Out text:

- chapter 4 (“Search Engine Optimization”)  WEEK 4
International Considerations

Read the following chapters in the *Management of Marketing* text in SkillSoft.

- chapter 17 (“International Marketing”)

Complete the following course *Globalization and Your Company* in SkillSoft. This course is 4 hours long and provides information about the pros and cons of taking your company global.

- course: (“Globalization and Your Company”) - ID: STGY0352

Customer Relationship Management

Review the following chapter from The Essential Guide to Online Marketing:

- chapter 17: (“Customer Relationship Management”)

Read the following chapter in the Management of Marketing text in SkillSoft.

- chapter 13 (“Customer Relationship Management”)

Web Analytics

Read the following chapters from The Essential Guide to Online Marketing:

- chapter 15: (“Web Analytics and Conversion Optimization”)

For general information on tracking website performance read this "Web Analytics" article.

Submit Task 2

**WEEK 5**

**e-Business (QRT2) Task 3**

**Website Index**

Read the articles Web Sitemap and Website Wireframes. Be sure to check out the links to example sitemaps and wireframes included.

You can also read the Wikipedia entry "Website Wireframe" if you would like more information about what a website index should look like.

**Website Cost**

Read the following articles:

- "Business Marketing 101: How Much Will it Cost to Create a Company Website?"
- "How Much does a Website Cost?"
- "How Much Does it Cost to Set Up a Website?"
Website Design

Review the following chapter from The Essential Guide to Online Marketing:

- chapter 13: (“Website Development and Design”)

Read the article Web Design: Why Consistency Counts on ecommerce-guide.com

For more information read the article 10 Completely Free Wireframe and Mockup Applications.

Read the article A Comprehensive Guide to Mockups in Web Design for additional information and tutorials on web design mockups.

Below are some options for some easy programs to build a simple website mock-up of the pages that a designer and developer will use to create the website.

- Microsoft Word or PowerPoint
- Google Sites - http://sites.google.com
- Wordpress.com - http://wordpress.com
- Webs.com - http://webs.com
- Adobe Photoshop

Website Copywriting

Review the following chapters from The Essential Guide to Online Marketing:

- chapter 14: (“Online Copywriting”)

WEEK 6

Submit Task 3