



A POLYTECHNIC INSTITUTION

School of Business

MDIA 4205

Program: Associate Certificate in Web Technologies

The Business of Web Design

Prerequisites:

MDIA 1205/1206 and 2205 or equivalent

Course is a prerequisite for:

Completion of the Associate Certificate Program
Completion of the Certificate Program

Hours/Week:	3	Lecture:	3	Lab:	3	Total Hours:	36	Level:	Assoc. Cert.
						Total Weeks:	12	Credits:	3

Course Description:

Topics for this course will include: online shopping, enhancing your business with the Internet, the virtual storefront, setting up a company in British Columbia, creating a business plan, demographic research, targeting your population, designing an e-commerce site, serving an e-commerce site, using credit cards, security in e-commerce transactions, marketing and promotion, (including advertising considerations, using the print media, search service submissions, banner advertising and banner exchanges, trade links, and cross-linking), Internet malls and portals, maintaining your site, locating clients, client consultation, and services and fees. The content of this course will articulate closely with MDIA 4206 and the two may be taken concurrently.

Evaluation

		Comments:
Assignment 1	30%	Preparing a business plan
Assignment 2	20%	Designing a storyboard
Assignment 3	30%	Preparing a strategic marketing plan
Assignment 4	20%	Preparing a site maintenance schedule and a schedule of fees
Total	<u>100 %</u>	

Course Learning Outcomes:

At the end of this course the student will be able to:

- define e-commerce,
- list the benefits and risks of e-commerce,
- describe the steps to take in forming a company in B.C.,
- create a business plan,
- outline design aspects for an e-commerce site,
- describe the processes for both insourcing and outsourcing an e-commerce site,
- list the advantages and disadvantages of insourcing and outsourcing an e-commerce site,
- outline financial aspects of managing an e-commerce site,
- lists the steps to take in establishing a merchant account,
- outline steps to take to avoid Internet fraud in e-commerce,
- describe the advantages and disadvantages of SSL and SET for e-commerce security,
- list some other methods of e-commerce payment,
- outline at least 10 methods of e-commerce promotion,

- describe processes for site maintenance,
- develop a site maintenance timetable,
- outline the legal implications of Website content and management,
- list some ethical principles to be applied in Website management,
- outline a plan for negotiating a contract,
- prepare a scale of fees for service, and
- establish a job cost for a project.

Text(s) and Equipment:

Required: None

Recommended: None