



FEU INSTITUTE OF TECHNOLOGY

COLLEGE OF COMPUTER STUDIES AND MULTIMEDIA ARTS

IT0041 (E-COMMERCE AND DIGITAL MARKETING)

PHASE 1 **FINAL PROJECT** Company Logo and Landing Page

Student Name / Group Name:	GOLDEN LION VILLA RESORT	
Members (if Group):	Name	Role
	James I. Tenorio	Front End
	Jandell M. Seno	Back End
Section:	TW34-10	
Professor:	Prof. Bernard Bullicer	

I. PROGRAM OUTCOME/S (PO) ADDRESSED BY THE LABORATORY EXERCISE

1. Apply knowledge of computing appropriate to the discipline. PO: a
2. Ability to demonstrate understanding and proficiency of IT specialization. PO: o

II. COURSE LEARNING OUTCOME/S (CLO) ADDRESSED BY THE LABORATORY EXERCISE

1. Describe digital marketing methods organizations can use in combination with other marketing methods and integrate into their international sales and marketing plan. CLO: 2
2. Set up an e-commerce operation using components and practices that provide a storefront, a shopping cart and payment options, minimize security and privacy risks, are user friendly, and provide timely customer support and delivery. CLO: 5

III. INTENDED LEARNING OUTCOME/S (ILO) OF THE LABORATORY EXERCISE

At the end of this exercise, students must be able to:

- Apply IT skills in designing Company Logo and Landing Page.
- Demonstrate knowledge, concepts and theories in coming up with appropriate design of company logo, landing page and sample designs connecting pages

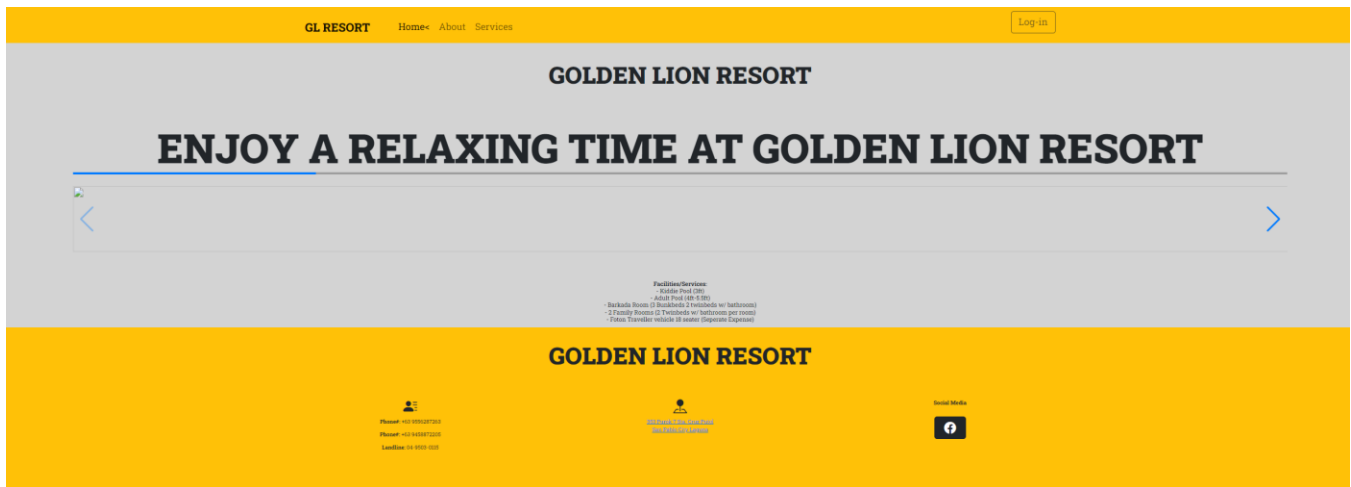
IV. LABORATORY ACTIVITY

Place the screenshot for the following :

1. Company Logo



2. Landing Page



3. Connecting Pages

- Home – Images and rates for services and facilities.
- About – Information about the resort and its proprietor/s.
- Services – Where users can browse the full description of a service and book for it.
- Log-in – Users who created an account can log-in through this page.

