

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 | | | |

# 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

# 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

# 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

# LABORATORY ACTIVITY

Place the screenshot for the following :

* 1. Company Logo



* 1. Landing Page

A yellow and black sign

AI-generated content may be incorrect.

* 1. 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.