



The ~~victim~~ target



Hey, that's a cool car!







# CSCC09 Programming on the Web

An introduction to software development on the web. Concepts underlying the development of programs that operate on the web. Operational concepts of the internet and the web, static and dynamic client content, dynamically served content, n-tiered architectures, web development processes and security on the web.

**Instructor:** [Thierry Sans](#)

## Course Objectives

Web technologies change at a rapid rate. Between the time that I wrote this and the time that you are reading it for the first time, it is likely that some hot new technology will have sprung up. As a software developer/computer scientist, how will you assess the latest technology and decide for yourself or your company whether it will fit in with the libraries and frameworks you are already using or whether it is a passing fad?

Our goal in this course is to learn about the fundamental underlying concepts of the protocols, languages, and architectures that make up web programming. These underlying general concepts will allow us to compare different approaches to building web applications and will give us the tools to evaluate new technologies as they come along.









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# Two popular models

On other's websites - click banners

- Pay per click
- Pay per view
- Pay per transaction

On search engine result page - sponsored links

- Buying keywords (bidding price)