

HUW111- ECommerce Technology – Class Schedule*

(3 credits; 4 hours (3 lecture, 1 lab)

Humanities Department

Week 1

Sept 12 - 19

This course starts at the very beginning, even if most of the basic Ecommerce review. In your first week, through a mix of lessons and exercises, you'll start learning overview, objectives and introduction to Ecommerce and profiting from new media. We will discuss how business and commerce has been transformed by digital technology.

Week 2

Sept 24-26

The Basics of selling online: We will examine how sites such as Google, Square, PayPal, Ebay, and Amazon can be utilized to establish and promote your business. In addition, many of the most popular CMS (Content Management Systems) such as WordPress, Drupal, and Joomla are written in PHP. Understanding this language will enable you to have a deeper understanding of these web tools making them easier to customize for your needs.

Project: PHP Syntax

For this week's project, you'll learn the different between MAMP & MAMP PRO build a single PHP page. Create a "Hello World" PHP.

- Basic PHP Syntax

Week 3

Oct 1-3

This week, we'll dive into WordPress. Starting from the beginning, you'll learn all about how you can use WordPress to create awesome CMS-powered websites for your clients. As your final project for the week, you'll create a custom WordPress theme for a specific industry, like pet shop or bookstore. Determining the type of products or services should you sell: Investigate options for existing products that can be sold.

Project: Design Sprint Discussion

InvisionApp – Learning how to create a prototype website for your final project. This prototype graphic interface of your online business will includes navigation and layout.

Week 4

Oct 8-10

Tools for creating a profitable web presence: We will discuss how online communication tools like blogs, email, and social networks are used to promote Ecommerce. This week, you're going to learn about something that brings real power and unlimited functionality to WordPress – Arrays.

Week 5

Oct 15-17

Developing a plan to establish an online presence for your business: We will discuss **Agile Development. Lean Method.** This week we'll dive into the world of template tags and PHP files to start creating a custom theme using WooCommerce plugin.

Project: WordPress & WooCommerce

- Hosting WooCommerce Site
- Installing WooCommerce
- WooCommerce General Setting

Week 6

Oct 22-24

Constructing your site from a technical standpoint: We will discuss various technical issues that businesses need to consider in sites in order to be successful. Final Project Discussion.

Project: PHP Functions

- Functions & Objects
- Arguments
- Objects & Properties

Week 7

Oct 29-31

Preparing to sell online: How to design effective business processes to be successful and satisfy your customers. SSL Certificates and Security setting when selling online.

Project: Design Thinking

Week 8

Nov 5-7

PHP does more than just make a set of HTML files easier to maintain. It also adds advanced functionality to a site that HTML and CSS alone cannot achieve, like sending an email. We'll create a suggestion form for our website, allowing users to enter a media suggestion into an HTML form and then using PHP to process the form submission.

Project: Adding a Basic Form

- Setting Up the Initial Form
- Creating Input Fields
- Input Fields
- HTML Forms
- Forms and User Input

Week 9

Nov 12-14

Adding a Basic Form & Security

Working with radios, checkboxes, and select fields requires special care. First, if the checkbox or radio is not selected by the user, then the form does not send the input at all. □

Project:

- Radios, Checkboxes, & Select Fields
- Form Validation
- Objects
- Form Submissions

Week 10

Nov 19-21

Nov 26-28

This week will be all about the students – what do you need in order to get ready for Final Demo Day? **Team Skills and Dynamic.** You'll learn what it's like to work with a designer through a mock client project. Promoting your site: How to advertise and attract customers. Review Google Adwords and basic search engine optimization strategies.

Week 11

Dec 3-5, 10

The launching and the eventual redesign of your site: Launching your site, evaluating its success, and how to determine when to redesign. Lab Hours for your Finals Project.

Week 12

Dec 17

Final Projects and Site Presentation Due

*** Class Schedule Subject to Change**