

CTE Course: Electronic Commerce
 Teacher: Malvern Miller

CIP CODE: 8125
 Month: October Year: 2002

Monday	Tuesday	Wednesday	Thursday	Friday
	1 2.1 Major Economic Resources	2 2.2 Effects of Competition	3 2.3 Government Involvement in Business	4 Work on Web site
7 3.1 Basic Marketing Concepts	8 3.2 Basic Marketing Functions in E-Commerce	9 3.2 <i>Continued</i>	10 3.3 Compare Internet Marketing to Traditional Marketing	11 3.3 <i>Continued</i>
14 Work on Web Site	15 3.4 Identifying Potential Web Site Product or Service	16 3.4 <i>Continued</i>	17 3.5 Internet Tools and Methods used to Marketing Goods and Services	18 3.5 <i>Continued</i>
21 Work on Web Site	22 3.6 Integrating E-Commerce into Marketing Strategy	23 3.7 Methods used to Promote Web Site	24 3.7 <i>Continued</i>	25 Work on Web site
28 3.8 Improving Site Performance through Customer Service	29 3.8 <i>Continued</i>	30 3.9 Target marketing and Niche Marketing in E-Commerce	31 4.0 Roles of E-Commerce in Business Planning	1 Work on Web Site