



MARKETING SALES AND SERVICE

PATHWAY: Professional Sales and Service

COURSE: E-Marketing

UNIT 2: What is E-Commerce?



INTRODUCTION

Annotation:

PowerPoint presentation on E-commerce: Students will explore E-commerce by research on the web, web tutorials, and Articles on e-commerce.

Grade(s):

<input type="checkbox"/>	9 th
<input checked="" type="checkbox"/>	10 th
<input checked="" type="checkbox"/>	11 th
<input checked="" type="checkbox"/>	12 th

Time: 4 – 50 minute periods

Author: Memory Reed Harris County High School

Additional Author(s): Jeanne Jackson, Sprayberry High School

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

- MKT-EM-2. Students will explore the nature of e-marketing.
- Identify e-marketing models and how they operate.
 - Explain how e-marketing attracts consumers.
 - Explore business problems unique to e-marketers.
 - Explain the difference between e-commerce and e-business.
 - Identify businesses most likely to succeed online.
 - Explain the impact of e-marketing on a local economy.

GPS Academic Standards:

- SSEMA1. The student will illustrate the means by which economic activity is measured.
- SSEMI3. The student will explain how markets, prices and competition influence economic behavior.
- SSEMI1. The student will describe how households, businesses and governments are interdependent and interact through flows of goods, services and money.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand what E-commerce is and the different facets of E-commerce and E-business.
- Students will understand the basics of E-marketing.

Essential Questions:

- Why is E-commerce an important part of the modern marketplace?
- What is the difference in E-commerce and E-business?
- What types of problems do E-marketers have that regular marketers don't have?
- How does E-marketing impact the local economy?

Knowledge from this Unit:

- Students will know what constitutes E-commerce and E-business.
- Students will know the E-marketing models.
- Students will know how E-marketers attract customers.

Skills from this Unit:

- Students will be able to identify traits of successful E-businesses.
- Students will be able to explain the impact of E-marketing on the local economy.



ASSESSMENT(S)

Assessment Method Type:

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☐ Unit test
- ☐ Group project
- ☒ Individual project
- ☐ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☐ Subjective assessment/Informal observations
 - ☐ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☐ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☐ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☐ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment(s) Title:

WebQuest – “What is E-Commerce”
Project – “Interviews and Profiles of E-Marketers”
E-Commerce Quiz

Assessment(s) Description/Directions:

- WebQuest – Students have a 10 question WebQuest where they find information about E-commerce by researching on the web.
- Project – Students will choose an E-marketing business from the website and will read and present information gleaned about the successes and problems of the business. A rubric is included with the student worksheet.



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
MKT-EM-2. Students will explore the nature of e-marketing.
 - a. Identify e-marketing models and how they operate.
 - b. Explain how e-marketing attracts consumers.
 - c. Explore business problems unique to e-marketers.
 - d. Explain the difference between e-commerce and e-business.
 - e. Identify businesses most likely to succeed online.
 - f. Explain the impact of e-marketing on a local economy.
2. Review Essential Questions.
 - Why is E-commerce an important part of the modern marketplace?
 - What is the difference in E-commerce and E-business?
 - What types of problems do E-marketers have that regular marketers don't have?
 - How does E-marketing impact the local economy?
3. Identify and review the unit vocabulary. Pair students off and do a hangman activity with the vocabulary
4. Handout – “E-Commerce Quiz.” This quiz is used as a warm-up activity to get the students involved in figuring out what is and isn't involved in E-commerce.
5. Present “E-Commerce” PowerPoint. Handout – Secure Sockets Layer Explanation
7. Handout – “What is E-Commerce? WebQuest” Have students search the web to find the answers to the questions on the sheet. Students need to identify the website they used to answer the questions. Hand in for a grade. Each question counts 10 points.
8. Explain to the class that today they are going to have the opportunity to choose an online business and complete a project on their chosen business and entrepreneur. Write this website on the board: <http://www.practicalecommerce.com>. Explain to students that they will be working from this website today. Hand out “Interviews & Profiles in E-Commerce Project”. Have students look at the articles on the website under the “Interviews & Profiles” section, only articles that are the “Lessons Learned” articles should be used for this activity. Have students choose a business to do their project on and tell you what business they've chosen. Don't allow students to duplicate businesses. This is an individual project; each student should do his/her own project. After reading the article and answering the questions, students should prepare a presentation about the business they researched.
9. Students should then present the business to the class, answering the questions on the handout. Use the rubric on the handout to grade. Presentations should not last longer than 5 minutes each.

Notes & Reflections:

Teacher should familiarize her/himself with E-commerce and the answers to the WebQuest.



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Presentation of "Interviews & Profiles" project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Hand out project directions, have students find a business to research, research and develop a short presentation about the business, present to class.



UNIT RESOURCES

Web Resources:

<http://www.ecommerceprogram.com/default.asp>

<http://www.export.gov/sellingonline/>

<http://www.marketingteacher.com/Lessonstore.htm#emarketing>

<http://www.practicalecommerce.com>

www.Verisign.com

Attachments, Materials & Equipment:

Computers, internet access, candy bar for winner of quiz

What 21st Century Technology was used in this Unit:

<input checked="" type="checkbox"/>	Slide Show Software
<input type="checkbox"/>	Interactive Whiteboard
<input type="checkbox"/>	Student Response System
<input type="checkbox"/>	Web Design Software
<input type="checkbox"/>	Animation Software
<input type="checkbox"/>	Email

<input type="checkbox"/>	Graphing Software
<input type="checkbox"/>	Calculator
<input type="checkbox"/>	Desktop Publishing
<input type="checkbox"/>	Blog
<input type="checkbox"/>	Wiki
<input checked="" type="checkbox"/>	Website

<input type="checkbox"/>	Audio File(s)
<input checked="" type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Video
<input type="checkbox"/>	Electronic Game or Puzzle Maker