Chapter	In scope Exam ?	Study Guide
e-Market your business!		
0.1 Introduction course		
A. Course overview		
1 Course aims	no	
* Game for the brain	no	
2 Course overview	no	
3 Course approach	no	
4 Course examination	no	
5a Lesson planning G1	no	
5b Lesson planning G2	no	
6 ACT: group subscription	no	
B Overview activities	no	
C How to build a webshop	no	
B. Overview activities		
C. How to build a webshop		
1 Build Strategy	Partial	Why is "for free not free" ?
2 Solution flavors	Yes	explain difference between public cloud, open source, and custom development
3 Open source providers	Partial	skip the names, skip overview with pro and contra, study: The key messages about open source platforms
4 ACT: find providers	Yes	Know the terminology ("Instruction") on what to look for when trying to understand the services a service provider offers and does not offer.
5 Public cloud providers	Partial	skip first part, Scoring a provider: know that its about **price, product, service**. Be able to give some examples of evaluations points for all 3 (don't study that whole lists of evaluation points). Definition SLA
6 ACT: evaluate provider	Apply	Be able to apply concepts to a case, deciding for the most suitable solution flavor
0.2 Intro e-Commerce		
A e-Commerce trends		
* Game for the brain	no	
1 Trends in e-Commerce	Yes	Research report 'e-Commerce' in Belgium (Comeos, 2012): be able to answer the 3 questions. Don't study the figures. Be able to comment the paragraphs (but don't study profoundly, being able to summarize key messages is fine): "e-commerce experience", "online shopping behaviour", "online purchases", "sector focus", "e-commerce trust", "internet fraud"
2 e-Commerce pleonasm	Yes	Why is e-Commerce becoming a pleonasm?
3 Benefits selling online	Yes	Benefits, best suited goods
* Game for the brain	no	
4 Benefits buying online		Be able to give 5 benefits of buying online. Be able to explain any of the benefits.

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5 Forget about webshop!		"5 reasons why you should think twice": explain such a reason if provide with the title. List 3 reasons if asked for.
6 ACT: seek opportunity	Apply	Be able to apply concepts to a case
B e-Business models		
1 Terminology & #Views	Yes	e-commerce definition as defined by UK government, explain the angles of view, explain buy side/sell side e-commerce
2 e-Business versus e-C	Yes	position e-commerce<>e-business
3 Why e-business?	Yes	Different kinds of e-business applications, explain internet components for e-business, skip: E-business applications will give you a number of advantages
4 e-Commerce models	Yes	e-commerce transaction models (x2x): be able to provide examples for all, and identify some online x2x objectives
5 ACT: Pin x2x sites	Apply	Be able to apply concepts to a case
1 Environmental analysis		
A Niche market research		
1 How to research niche?	Yes	Know why it is important to chose a profitable niche market
2 Niche marketing defined	Yes	Be able to explain the concepts of 'niche market' and 'niche marketing'
3 Basic methodology	Yes	Be able to explain the basis methodology
3a Identify your audience	Yes	Be able to explain the basis methodology
3b Keywords research	Yes	Be able to explain the basis methodology
3c Analyze competitors	Yes	Be able to explain the basis methodology
3d Research industry	Yes	Be able to explain the basis methodology
3e Make decision	Yes	Be able to explain the basis methodology
4 G Adw Keyword Tool	Yes	Video content to be known, broad vs exact, long tail
5 Google Trends	Yes	Be aware of the tool and its uses
6 Amazon	Yes	Video 13: remember key possibilites so you can provide a summary of key messages
7 Other free tools	Yes	Be able to explain some other methods you can use
8 ACT: find niche	Apply	Be able to apply concepts to a case
2 Strategic analysis		
2 Strategic analysis		
A SWOT analysis		
1 SWOT What? How?	Yes	Be able to perform a SWOT
2 SWOT example	Yes	Be able to perform a SWOT
3 Competitor analysis	Yes	Know and be able to perform a structured competitor analysis
4 CA Template	Yes	Know and be able to perform a structured competitor analysis
5 Product comparison	Yes	Know and be able to perform a structured product comparison analysis

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6 ACT: strategic analysis	Apply	Be able to apply concepts to a case
3 Objective setting		
A e-Com objectives and plan		
1 Introduction	Yes	Be able to apply to a case (no theory)
2 Situation Analysis	Yes	Be able to apply to a case (no theory)
3 Objectives	Yes	Concepts tangible, intangible, CSF's
4 Strategy and tactics	Yes	Be able to apply to a case (understand the topics)
5 Resources and budget	Yes	Standard flow (analysis/design, implementation, test, operational) - understand involvement customer
6 Measure & control	Yes	Be able to apply to a case (no theory)
7 ACT: e-Commerce plan	Apply	Be able to apply to a case (no theory)
4 Core strategy		
A Market your webshop		
1 Target your audience	Yes	Be able to define a target audience and explain how and why
2 Target customer needs	Yes	Value chain, (changing) online value chain, creating value, finding places to create value
3 Market cross-platform	Yes	Explain and apply to case
4 Build trust	Yes	Provide and apply methods to increase credibility
5 Present and reachable	Yes	Methods to reach you - know and able to apply
6 Guide your customers	Yes	Funnel page concept
7 Give good value	Yes	Explain and apply to case
8 ACT: market your idea	Apply	Be able to apply to a case (no theory)
B Internet marketing strategy		
1 Internet Marketing tree	Yes	Be able to explain the concept of the "Internet Marketing tree"
C Social Media Mkt strategy		
1 Intro social media	Yes	Basics of social media
2 Benefits social media	Yes	Top 3 benefits of having a small business social media strategy
3 Where to start?	Apply	Be able to apply concepts to a case
4 Social media strategy	Apply	Be able to apply concepts to a case (no theory, see ACT --> AVEVE social media approach)
5 Social media dangers	Yes	Dangers of social media
6 Social media basics	Yes	Advantages, risks, key services of social media
7A Case Carlsberg	Yes	Social stunt to generate conversation
7B Case Zappos	Yes	Using Pinterest
7C Case Bakers on Fb	Yes	Social commerce, Facebook shop concept
7D Case Leap Commerce	Yes	Mobile shopping experience concept
7E Case Social Gifting	Yes	Social gifting, Facebook's position in social gifting
8 ACT: social media mkt	Apply	Be able to apply concepts to a case

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D Facebook mkt strategy		Be able to name 5 different strategies. Be able to illustrate them through concrete examples (see mindmap)
E SEO Part 1		
1 What is SEO ?	Yes	SEO definition, be able to explain difference between SEO & SEA, White hat/black hat (just explain what it means), skip "the early days", explain on which search engines to focus under limited time and budget
2 SEO Why?	Yes	SEO and being found, or also conversion ?, Cost effectiveness (explain it)
3 Approaching SEO	Yes	Name/explain components of SEO, be able to explain the SEO process and what onsite/offsite means
4 Understanding a SE	Yes	Be able to comment on how a search engine works
5 User behaviour and SE	Yes	How do users behave towards natural/sponsored results ?, AIDA: be able to reason on this, but you don't need to be able to reproduce the table, long tail keywords concept
F SEM Part 1		
1 Comparing SEO & SEA	Yes	SEO<>SEA?
2 SEM Acronyms on cost	Yes	Name and explain the acronyms
3 More SEM acronyms	Yes	Name and explain the acronyms
4 Landing page	Yes	Explain landing page concept
5 Google Adw concepts	Yes	Channels: Google Search network, Google Display network
5 Tactical actions		
A Facebook marketing		
1 Create a F-Page	Yes	Why and how to create a Page. How to convert a personal account to a Facebook Page.
2 F-page Vanity url	Yes	Why and how to create a Facebook Page Vanity url.
3 Create tabs on F-page	Yes	Why and how to use Facebook Page Tabs. Be able to name 2 different applications to create FB Page Tabs.
4 Create landing page	Yes	Why and how to create a 'landing page' in a Facebook Fan page.
5 Make F-page stand out	Apply	Be able to apply to a case (no theory)
6 Engage your F-fans	Apply	Be able to apply to a case (no theory)
7 Use F-"Like Ads"	Yes	How to use and create Facebook "Like Ads" to grow your Fan page & Business. "Get More Likes" option and "Build Audience" option (just explain what it means and how it works).
8 E-mail your F-fans	Yes	Why and how to get Facebook Fans to sign up for your Email list
9 Update to F-page fans	Yes	Why and how to send an update to your Facebook Page fans
10 F-badges and plugins	Yes	Why and how to add Facebook badges, social plugins to your webshop/website
11 FB Registration Plugin	Yes	Why and how to use FB registration Plugin into your website/webshop design
12 Reach local people	Yes	Be able to name and explain 5 different ways to reach people near your business
13 Create a F-store	Yes	Be able to name and explain two tools to create a F-store
14 Import store to F	Yes	Be aware of the possibility to import a store on Facebook
15 ACT: Facebook mkt	Apply	Be able to apply to a case
B E-mail marketing		
1 Introduction	Yes	Be aware of the high ROI of 'old fashioned' e-mail (marketing)

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2 Benefits	Yes	Be able to give 5 benefits of e-mail marketing. Be able to explain any of the benefits.
3 Case study	Yes	Be aware of the high ROI of 'old fashioned' e-mail (marketing)
4 Get started	Apply	Be able to apply to a case (no theory)
5 Get e-mail delivered	Apply	Be able to apply to a case (no theory)
6 E-mail campaigns	Apply	Be able to apply to a case (no theory)
7 Get e-mail opened	Apply	Be able to apply to a case (no theory)
8 Basics of e-mail	Apply	Be able to apply to a case (no theory)
9 Measuring results	Yes	Helpful benchmarks: Open rate, CTR, Response rate, Opt-out rate, Forward rate
10 ACT: E-mail mkt	Apply	Be able to apply to a case
C SEO Part 2		
1 Site Structure	Yes	flat or deep, mixed access tree concept, barnes and nobles bookshop
2 Content is King	Yes	Writing for the web, (skip HTML), rules for body text, link text (skip the html)
3 Defining SERP text	Yes	Defining the SERP text (Meta Tag, Meta Description, Tips for writing powerfull text), Different keyword placement (SERP or Website)
4 Client side SEO	Yes	Layered assemly: be able to explain the role of HTML, role of CSS and role of functionality layer. Skip HTML or CSS code. You don't have to be able to discuss the programming languages mentioned under "functionality"
5 Server Side SEO	Yes	understand and explain the concept, example of 404 marketing. Don't study the return codes bullet list
6 Linkbuilding	Yes	Quality & Quantity of a link - link value, categorizing link types, skip the tools under "what's the link profile", be able to think of the "tips & tricks" when given an example to get external links.
D SEO Part 3		
1 Brainstorm keywords	Yes	keyword search methodology (know methodology and be able to apply)
2 Look around	Yes	idem
3 Enrich	Yes	idem
4 Sort, Eliminate, Decide	Yes	idem
5 Act: SEO	Apply	Be able to apply concepts to a case
E SEM Part 2		
1 Start with Google AdW	Apply	experiment with Google AdWords
2 Your first campaign	Yes	Search & Display network, target devices, location, Bidding & budget
3 Set up new campaign	Yes	campaign <> ad group, automation concept
4 Ad Extensions	Yes	Know what Ad Extensions can do
5 Ad Groups	Yes	Why mulitple ad groups ?, Keywords tools & selection for Ad Group
6 Act: Set up Campaign	Apply	Be able to apply concepts to a case
F Legal aspects		
1 Legal scope & context	Yes	Scope of the legislation, what is remote sales, B2C scope

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2 Duty to inform	Yes	General & specific informationd duty - know the main things that must be on this
3 Revocation right	Yes	Know the revocation right, and understand how to apply or revoque it
4 Exceptions revocation r.	Yes	Be able to decide for a product if you want revocation right or not
5 Other appl. legistlation	Yes	Know legislation on bargain period applied to online<>brick & standard options
6 Privacy Legislation	Yes	Know and apply privacy legislation
7 ACT: Legal aspects	Apply	Be able to apply concepts to a case
G Payment systems		
1 Payment systems	Yes	Payment services, gateway, acquirer
2 Mobile payment trends	Yes	Electronic wallet, Operator billing, in-app payment, micro payment, NFC
3 Wallet wars	Yes	Explain the potentential of Google Wallet and Apple Passbook, micro payments, digital currency
4 Act: Payment system	Apply	Be able to apply concepts to a case
6. Implementation		
A Critical Success Factors	Yes	CSF of IT and e-commerce adoption, CSF of e-commerce implementation
7 Measurement & control		
A Google Analytics Ac.		
1 Intro and study guide	Apply	
2 Start with e-analytics	Yes	Follow study guide paragraph below each video
3 Using Google Analytics	Yes	Follow study guide paragraph below each video
4 Actionable data GA	Yes	Follow study guide paragraph below each video
5 Google Anal. reports	Yes	Follow study guide paragraph below each video
6. Act: Measure & control		
B Facebook Insights		
1 Quick tour	Yes	What is Facebook Insights? Give 2 examples of Page metrics, Post metrics. Page metrics are different from Post metrics. Explain. By analyzing data Facebook Administrators are bettter equiped to…