This course supports the assessments for QRT2. The course covers 10 competencies and represents 3 competency units.

Introduction

Overview
Businesses need to determine what their online presence should be and how to market and sell their products via the Internet. As an executive in today's corporations, you need to understand what being in business on the Internet entails, including being able to evaluate a company in its competitive environment and make recommendations for online product development, marketing, customer relationship management, and global expansion.

As a business manager, you will often be asked to evaluate and expand current business and marketing models and make recommendations for the future. This course covers business evaluation skills, marketing, customer relationship management, e-commerce, and international business topics that have a variety of applications in any business environment.

Watch the following video introduction for this course:

Competencies
This course provides guidance to help you demonstrate the following 10 competencies:

- **Competency 327.1.1: Market Opportunities**
  The graduate analyzes the market to identify opportunities to gain competitive advantage through market activities.

- **Competency 327.1.2: Integrated Marketing Communications (IMC)**
  The graduate designs an integrated marketing communications effort and makes recommendations to maximize its effectiveness.

- **Competency 327.1.3: Customer Satisfaction and Customer Relationship Management**
  The graduate evaluates a firm's customer relationship management practices and designs processes for maximizing customer satisfaction and loyalty.

- **Competency 327.2.1: Product and Service Planning**
  The graduate assesses the industry environment to determine the competition for a new product or service and designs the customer experience.

- **Competency 327.2.2: Introducing New Products and Services**
  The graduate evaluates new product and service concepts, evaluates feasibility, defines the product or service, and justifies the financial investment.

- **Competency 328.1.2: Entrepreneurship**
  The graduate employs innovative thinking to identify risks and develop plans for an entrepreneurial enterprise.

- **Competency 329.1.1: Environmental Scanning and Competitive Analysis**
  The graduate assesses the environment and the competitive situation for the purpose of developing a strategic plan.
Competency 329.3.2: Global Operations
The graduate evaluates various types of global business influences and how those influences may determine a firm's global operations.

Competency 329.3.3: International Strategy
The graduate develops international business strategies.

Competency 329.5.4: E-Business
The graduate identifies considerations and selects or recommends strategies and technologies for engaging in e-business.

Activities at a Glance Outline
The following outline will help you briefly visualize the elements of this course:

- **E-Business Activities at a Glance**

Course Mentor Assistance
As you prepare to successfully demonstrate competency in this subject, remember that course mentors stand ready to help you reach your educational goals. As subject matter experts, mentors enjoy and take pride in helping students become reflective learners, problem solvers, and critical thinkers. Course mentors are excited to hear from you and eager to work with you.

Successful students report that working with a course mentor is the key to their success. Course mentors are able to share tips on approaches, tools, and skills that can help you apply the content you're studying. They also provide guidance in assessment preparation strategies and troubleshoot areas of deficiency. Even if things don't work out on your first try, course mentors act as a support system to guide you through the revision process. You should expect to work with course mentors for the duration of your coursework, so you are welcome to contact them as soon as you begin. Course mentors are fully committed to your success!

Preparing for Success

The information in this section is provided to detail the resources available for you to use as you complete this course.

Learning Resources
The learning resources listed in this section are required to complete the activities in this course. For many resources, WGU has provided automatic access through the course. However, you may need to manually enroll in or independently acquire other resources. Read the full instructions provided to ensure that you have access to all of your resources in a timely manner.

Automatically Enrolled Resources

You can access the learning resources listed in this section by clicking on the links provided throughout the course. You may be prompted to log in to the WGU student portal to access the resources.

Flat World E-Texts

Introduction to Marketing

Many of the fundamentals that apply in traditional marketing are equally important in online marketing and developing a successful e-business. This section provides an introduction to traditional and online marketing.

Traditional Marketing

The activities for this section will help you understand the role of marketing within an organization and the important marketing concepts and strategies that an organization will need to consider and implement in order to enhance their opportunities for success.

Introduction to Marketing

Read the following chapter in Management of Marketing:

- chapter 1 ("Marketing Philosophy")

Watch the following videos from the Marketing Essentials series in SkillSoft. Each video is one hour long and offers a comprehensive view of traditional marketing.

- mkt_01_a01 bs_enus: Marketing Essentials: Introduction to Marketing
- mkt_01_a02 bs_enus: Marketing Essentials: Planning and People
Online Marketing

Read the following chapter in *Online Marketing Inside Out*:

- chapter 1 ("The Changing Face of Marketing")

Watch the following video in SkillSoft. This video is 2.5 hours long and offers a comprehensive view of the benefits and drawbacks of e-commerce.

- 211516_eng: Business Concepts and the Internet

The book *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus* in Books24x7 is filled with wisdom and strategies from creative cubicle-dwellers as well as executives managing multimillion-dollar marketing firms. Review some or all of the profiles. They will help you get a feel for the potential of online marketing. Below is a partial list of the organizations profiled in the book.

- Overstock.com
- Travelocity
- Circuit City
- Google
- Yahoo!
- Southwest Airlines
- The E-Tailing Group
- Kellogg School of Management

**Business Evaluation**

All good companies that are creating new products or expanding their market spend time doing research to evaluate the feasibility of the proposed change. This research often involves an in-depth look at the proposed change as well as research into the target market and competition.

**Online Business Viability**

Before you put any business online, you should thoroughly examine the business model and determine if it is a good fit for an online environment. You should also analyze the reasons for moving the business online.

**Finding a Business to Work With**

Read over the requirements for Task 1. You will notice that you are required to find a business that has a weak or no online presence to work with throughout this course. Here are some suggestions to get your creative juices flowing:
In choosing a local company or organization for your project, please be aware that your topic needs to be amenable to potential “international” expansion – this expansion can take the form of actual sales to foreign customers, foreign businesses operating in the U.S., or the “export” of the business model into a foreign market. This last option is especially attractive in the “non-profit” context where the organization, such as a church, foundation, or civic organization, could “export” the “infrastructure” they have developed to similar organizations in other countries. For these reasons, you should avoid choosing small businesses like coffee shops, pizza joints and laundries.

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<td>Online Business</td>
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The sky is the limit for your choice. You may choose any operating organization of any type that you can work with personally and that has a weak or non-existent online presence (and lends itself to having an international component).

Consult with your student and course mentor for ideas if you are having a hard time finding an organization you can work with. Your local chamber of commerce may also be able to give you some suggestions for businesses you might be able to work with.

After you have identified an organization you would like to work with, read through the rest of the course of study so you know what you will be creating for your client, and schedule an initial meeting to gather information.

**Retail to E-Tail**

Read the following chapters from "Book VII: Retail to E-Tail" of *Starting an Online Business All-in-One Desk Reference for Dummies*:

- chapter 1 ("Knowing When to Put Your Store Online")
- chapter 2 ("Understanding the Differences between Real and Virtual Customers")
- chapter 3 ("Window Dressing for the Online Display")
- chapter 4 ("Making In-Store Customers Loyal Online Shoppers")

Take note of the important points to consider when evaluating the viability of an online business.

Look at the current business you have chosen and develop a written evaluation of the viability of the business and the potential benefits and pitfalls of an online environment. Add this information to the "Situation Analysis" of your marketing plan.

**Current Competitor Assessment**

Competitors can give you insight into your potential target audience. As you scan competitors
you will also get ideas about how you might gain a competitive advantage in your market.

At the end of this section, you should understand how to

- assess the industry environment to determine the competition for a new product or service, and
- identify a strategic, competitive advantage position for a business.

Dealing with Competition

Complete the following short course in SkillSoft. This course is one hour long, includes Job Aids and Skill Briefs, and offers solid fundamental information about analyzing your competition.

- **mkt_02_a02_bs_enus: Competitive Marketing Strategies: Analyzing Competitors**

Identify the major online competitors for your client, and develop a table or other easy-to-read document that displays the competitors' strategy, objectives, strengths, and weaknesses. Identify the position and competitive advantage for your client in relationship to each of these competitors.

Marketing Strategies and Methods

A solid marketing plan is key to any business venture. Marketing plans should creatively support the overall strategy of the company.

**Developing a Marketing Plan**

The marketing plan needs to clearly define the target audience and the marketing mediums and strategies that will be used to reach customers.

At the end of this section, you should understand how to

- gather information and scan the environment,
- evaluate trends in an industry,
- identify potential target market segments
- develop a strategy, and
- develop a brand and marketing mix for a business.

The material in this section will expose you to a broad range of information about developing marketing plans. Keep in mind that to be successful in the task associated with this (or any) course, it is important that you use the task requirements and rubric as the guide to develop your project.

**Introduction to the Business Plan Process**
Complete the following course in SkillSoft. This course is 2 hours long and provides a comprehensive overview of the development of a marketing plan.

- [en_us_42406_ng: Principles of Marketing: Writing a Marketing Plan](#)

Read the following chapter in *Online Marketing Inside Out*:

- [chapter 9 ("Tying it all Together")](#)

Develop an outline of the major points you would like to cover in the marketing plan for your client. Incorporate both traditional marketing and online marketing considerations.

**Gathering Information and Scanning the Environment**

Read the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- [chapter 18 ("Market Research")](#)

Read the following chapters in *Management of Marketing*:

- [chapter 2 ("Marketing Environment")](#)
- [chapter 14 ("Marketing Information and Research")](#)

Develop a written evaluation for your client by identifying the trends and megatrends that will be important in their online marketing plan. Add this evaluation to your marketing plan for your client.

**Identifying Segments and Targets**

Read the following chapters in *Management of Marketing*:

- [chapter 5 ("Segmentation, Targeting, and Positioning")](#)

For further information about online specific segments, also read the following chapters from *Book X: Niche E-Commerce* of *Starting an Online Business All-in-One Desk Reference for Dummies*:

- [chapter 1 ("Discovering Niche Markets")](#)
- [chapter 2 ("Discovering Niche Trends That Pay: Children and Boomers")](#)

Develop a written evaluation for your client by identifying the market segments, market target, and market positioning. Add this to the marketing plan for your client.

**Developing a Product Strategy and Marketing Mix**

Read the following chapters in *Management of Marketing*.

- [chapter 3 ("The Constituents of Marketing")](#)
- [chapter 6 ("Product Strategy")](#)
Read the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 19 ("eMarketing Strategy")

Develop a written strategy for a marketing mix for your client that incorporates the products and creates an online brand for your client. This section should include themes, images, slogans, and other marketing material that will be used in your website. Add this to your marketing plan.

**Developing a Branding Strategy**

Watch the following courses in SkillSoft. These courses take 5.5 hours (total) to complete. They outline a methodology to analyze customer-brand connections and to make a connection at an emotional level both domestically, globally, and online.

- mkt_03_a01_bs_enus: Building Lasting Customer-Brand Relationships
- mkt_03_a03_bs_enus: Global Brand Management
- MKT0221: Introduction to Online Branding

Review the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 11 ("Online Reputation Management")

**Online Marketing Tools**

Marketing online has its own set of marketing techniques that need to be considered for a business to be competitive. In today's social and fast-paced world, everyone expects to find the product they are looking for as quickly as possible.

At the end of this section, you should understand how to

- assess online marketing,
- compare online marketing to traditional marketing,
- recommend search engine optimization techniques, and
- recommend social media marketing techniques.

**Seven Online Marketing Tools**

Review the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 2 ("E-Mail Marketing")
- chapter 3 ("Online Advertising")
- chapter 4 ("Affiliate Marketing")
- chapter 5 ("Search Engine Marketing")
- chapter 7 ("Pay per Click Advertising")
Create a section in your marketing plan that addresses the different types of online marketing that should be considered for your client.

**Search Engine Optimization**

Read the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 6 (“Search Engine Optimization”)

Read the following chapter from "Book VI: Boosting Sales" of *Starting an Online Business All-in-One Desk Reference for Dummies*:

- chapter 6 ("Mastering Search Engines, Optimization, and Rankings")

Read the following chapters in *Online Marketing Inside Out*:

- chapter 4 ("Search Engine Optimization")

**Web Analytics**

Read the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 15 (“Web Analytics and Conversion Optimization”)

For general information on tracking website performance read the following article:

- "[Web Analytics](#)"

Create a section that creates a search engine optimization strategy and web analytics plan for your client. Add this information to your marketing plan.

**Social Media**

Review the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 8 (“Social Media”)

Read the following chapter in *Online Marketing Inside Out*:

- chapter 5 ("Social Media")

Add a social media table to the competitors' analysis you created in the "Dealing With Competition" activity. Create a plan with specific recommendations for social media integration with the marketing plan for your client.

**Customers in a Global Environment**
By its very nature, any online venture is also going to be available to a global audience. There are some important things that need to be considered if you are doing business with a global audience.

**Customer Relationship Management**

Maintaining customer satisfaction is paramount to any ongoing success in business. A common saying about maintaining good customer service is that the customer is not always right, but they are always the customer and need to be treated as such.

At the end of this section, you should understand how to

- recommend methods to maintain customer relationships and gauge customer satisfaction.

**Customer Relationship Management**

Review the following chapter from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 17 ("Customer Relationship Management")

Read the following chapter in the *Management of Marketing*:

- chapter 13 ("Customer Relationship Management")

Develop a written recommendation of what your clients can do to gauge and maintain customer satisfaction in an online environment. Be sure to take into account other parts of your marketing strategy like social media and analytical information.

**Global Environment**

One of the most alluring things about online business is the promise of a global audience. This audience comes with its own set of concerns that, if properly prepared for, can substantially increase your business reach.

At the end of this section, you should understand how to

- examine the differences between local and global markets,
- identify international concerns that should be considered in a global market, and
- recommend organizational and marketing changes that should be considered in a global market.
Tapping Into Global Markets

Read the following chapters in *Management of Marketing*:

- chapter 17 ("International Marketing")

Complete the following course in SkillSoft. This course is 4 hours long and provides information about the pros and cons of taking your company global.

- **STGY0352: Globalization and Your Company**

Define the global market for your client based on attractiveness, risk, and competitive advantage, and describe how global marketing may differ from the slogans, themes, and brand you have already suggested. Include organizational and infrastructure, recommendations that may need to be considered to have the broadest reach. Add this section in the marketing plan for your client.

**Online Business Design**

A marketing plan will be of limited use unless it is backed by the technology to make it work. If the site does not look good and work well, you will lose many potential clients who will move to the next online vendor. This process is daunting for many business owners, but if you can give specific recommendations and explain how it all works together, they are much more likely to implement your marketing plan.

**eCommerce**

There are many solutions to how businesses manage and sell products and services in an online environment. The challenge is to find one that fits the needs of your clients and fits in with your overall strategy.

At the end of this section, you should understand how to

- evaluate issues to be considered in implementing an online shopping cart solution,
- recommend a shopping cart solution, and
- understand options offered by different storefront solutions.

**Shopping Carts**

Read the following chapter from "Book IV: Online and Operating" of *Starting an Online Business All-in-One Desk Reference for Dummies*:

- chapter 5 ("Putting the (Shopping) Cart before the Horse")

**Storefront Solutions**
Read the following chapters from "Book VIII: Storefront Selling" of Starting an Online Business All-in-One Desk Reference for Dummies:

- chapter 1 ("Instant E-Commerce with Storefronts")
- chapter 2 ("Mastering the Amazon")
- chapter 3 ("Let's Hear It for Yahoo!")
- chapter 4 ("Making eBay THE Way")
- chapter 5 ("New Storefronts, New Opportunities")

Develop a written recommendation of needs that your client should consider when finding a shopping cart or other online ordering system. Be sure to justify your decision. Add this recommendation to your marketing plan.

**Website Development and Costs**

In order to create a website, you need to be able to communicate to the web developers your vision for the marketing plan and branding of your client.

At the end of this section, you should understand how to

- create a website index,
- estimate costs for website development and maintenance,
- do online copywriting, and
- create a website mock-up.

**Website Index**

Read the following articles:

- "*Ultimate Guide to Website Wireframing*"
- "*20 Examples of Web and Mobile Wireframe Sketches*"

Also read the Wikipedia entry "Website Wireframe" if you would like more information about what a website index should look like.

Create a website index or sitemap of the different parts of your marketing plan. This will include the main components of the website, as well as outside marketing resources such as social media sites and other marketing mediums you may have recommended to the client. This can be done using Microsoft Word, Visio, Google Docs Drawings, or any other program that allows wireframe construction. Add this drawing to the marketing plan for your client.

**Website Cost**
Read the following articles:

- "How Much Does A Small Business Website Cost in 2013?"
- "How Much does a Website Cost?"
- "How Much Does it Cost to Set Up a Website?"

Develop a written expense estimate for developing the website. This estimate should include
design, hosting, and programmer fees, as well as any software you have recommended in other
sections of your marketing plan like a shopping cart solution, etc. Also develop a forecast of
ongoing maintenance and marketing costs. Include this estimate and forecast in the marketing
plan for your client.

**Website Design**

Review the following chapter from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 13 (“Website Development and Design”)

Read the following article:

- "Web Design: Why Consistency Counts"

A website mock-up is a rough design of theme or the way the website will look. This can be
done with a variety of programs. It is easier than ever before to build websites, and many of the
free options out there are good for building mock-ups. For more information read the following
article:

- "10 Completely Free Wireframe and Mockup Applications"

Read the following article for additional information and tutorials on web design mockups:

- "A Comprehensive Guide to Mockups in Web Design"

Below are some options for some easy programs to build a simple website or mock-ups of the
pages that a designer and developer will use to create the website.

- Microsoft Word or PowerPoint
- Google Sites
- Wordpress.com
- Webs.com
- Adobe Photoshop

**Website Copywriting**

In addition to the images and structure that make up a website words also play an important
role in creating a compelling message and building a strong brand.
Review the following chapters from *eMarketing: The Essential Guide to Online Marketing*:

- chapter 14 (“Online Copywriting”)

Create at least three different mock-ups of pages that incorporate the proposed online brand for your client. Add these mock-ups to your marketing plan. Ensure that the pages include consistent backgrounds, navigation, and other elements that you would find on a live website.

**Final Steps**

Congratulations on completing the activities in this course! This course has prepared you to complete the assessments associated with this course. If you have not already been directed to complete the assessments, schedule and complete your assessments now.

**The WGU Library**

The [WGU Library](#) is available online to WGU students 24 hours a day.

For more information about using the WGU Library, view the following videos on [The WGU Channel](#):

- [WGU: Accessing the Library](#)
- [WGU Library: Finding Articles, Books, & E-Reserves](#)

**Center for Writing Excellence: The WGU Writing Center**

If you need help with any part of the writing or revision process, contact the Center for Writing Excellence (CWE). Whatever your needs—writing anxiety, grammar, general college writing concerns, or even ESL language-related writing issues—the CWE is available to help you. The CWE offers personalized individual sessions and weekly group webinars. For an appointment, please e-mail [writingcenter@wgu.edu](mailto:writingcenter@wgu.edu).

**Feedback**

WGU values your input! If you have comments, concerns, or suggestions for improvement of this course, please submit your feedback using the following form:

- [Course Feedback](#)

**ADA Requirements**

Please review the [University ADA Policy](#).