



E-Commerce

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Agenda

- Announcements
- Contact Information Sheet
- Attendance
- Go over syllabus and outline
- On with the class



The Busy Stuff

- Announcements
- Contact Information Sheet
- Attendance



Course & Class

- Course syllabus
- Outline overview...



Outline Review

- Week 1: How the Web works
- Week 2: Understanding E-Commerce
- Week 3: Types of E-Commerce Solutions
- Week 4: Strategies
- Week 5: Understanding User Behavior
- Week 6: Marketing Techniques
- Week 7: Open Schedule



Introductions

- Instructor
 - Who is this guy?
- Class
 - Who are you?
 - What experience do you have with the Web?
 - What do want to learn from this class?



Class Rules

- All opinions are honored
- We agree to disagree
- Stay on topic
- Share the time



Important Things to Remember

- There are no tests – ever!
- You should learn what you want to learn
- We will learn from everyone
 - We will learn together
 - We will do almost all exercises as a group
- Always as questions
- This will be fun!



Group Question

- What, specifically, do you want to learn in this class
- 2 questions per person





On with the class



Today, we will cover...

- Web vs. Web sites
- Define **servers** and **browsers**
- Creating a Web page
- Used HTML tags
- Creating links
- Inserting an image into a Web page
- Domain names
- IP address
- How servers work with domains to resolve URLs



What is a Web page?

- Document
- Viewable by a browser
- Contains:
 - Text
 - Images
 - Other code
- Web sites are collections of Web pages



Servers

- Computer software
 - Or computer that has such software
- That delivers files, such as Web pages
- Client: computer that requests files



Question:

- What types of files might be sent by a server to a client?
- A client does not have to be a person



What makes up a Web page?

- HTML
- JavaScript
- CSS
- Other scripts and files



What is HTML?

- Hypertext Transfer Markup Language
 - Current version is XHTML
 - HTML5 due out in 2012
- Tag-based language
- Starts and stops activity by using tags



Exercise

- Create a Web page
 - Break into lines and paragraphs
 - `<p></p>`
 - `
`
 - Bold some text
 - Italicize some text
- Extra credit
 - Add the other relevant tags