



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**MKT3150 Web Design and E-Commerce**

**3 Semester Credit Hours**

---

**Student Learning Outcomes and Enabling Objectives**

1. Evaluate an e-commerce website
  - a. Define e-commerce and methods of e-commerce as they relate to marketing
  - b. Compare usability and functionality
  - c. Distinguish advantages and disadvantages of platforms
  
2. Design a website
  - a. Identify a selected product or service that will be marketed
  - b. Contrast the tools and techniques required to build e-commerce websites
  - c. Plan and build a website that supports consumer and seller needs
  - d. Integrate payment functionality as a component of a website
  
3. Identify data collection tools as a mechanism of a website
  - a. Select a data collection option that supports the website
  - b. Embed a data collection methodology to support the goals of a business
  - c. Demonstrate the measurement that could be obtained from their data collection selection

**Big Ideas and Essential Questions**

**Big Ideas**

- E-commerce methods
- Marketing website design
- Marketing data applications and measurements

**Essential Questions**

1. What tools and techniques should be considered when building an e-commerce website?
2. What types of consumer needs must be considered when designing a website with a shopping function?
3. How can data collection tell a story of success or failure of consumer experiences on e-commerce websites?

These SLOs are approved for experiential credit.

**Effective: Fall 2022**