

# CIW E-Commerce Specialist

*"I apply a lot of e-commerce skills to my company Web site, and I utilise Web design and XHTML standards. It makes my company Web site look more professional and provides more back-end security."*

- Yiu (Ricky) Yu  
Senior Web Administrator and Developer  
CIW Web Design Professional



## CIW E-Commerce Specialist

To stand out as an increasingly valuable member of a Web development or marketing team, you need a working knowledge of e-commerce standards. The CIW E-Commerce Specialist course is for the individual who already understands the foundations of Web technologies and site design, and wants to become proficient in e-commerce practices.

Topics include:

- E-commerce site development, including ways to conduct business online and manage the technical issues associated with constructing an e-commerce Web site.
- E-commerce technology and security, including e-commerce technologies at various levels of sophistication, Customer Relationship Management (CRM) software, and practices for securing your online transactions as well as your customers' personal information.
- E-commerce business, marketing and legal issues, including Web marketing strategies, online product promotion, and legal topics such as taxation and international shipping.



## Associated Jobs and Careers

CIW E-Commerce Specialist provides advanced training and certification for individuals planning to pursue Web design specialization, leading to job roles and career paths such as:

- Web and Graphic Designer
- Web Marketing Professional
- Creative/Art Director
- E-Commerce Site Developer/Administrator
- Web Development Consultant

## Typical Time to Teach

The E-Commerce Specialist course can be taught in a number of environments and therefore the time to teach it can vary. Some typical time frames:

Secondary	one semester
Higher Education	eight to twelve weeks
Training Providers	one week

## Certification Exams

To earn the CIW E-Commerce Specialist certification, individuals must pass 1 exam:

**CIW E-Commerce Specialist exam (1D0-525)**  
72 questions | 75 minutes

To earn the advanced CIW Web Design Professional certification, individuals must pass 1 additional exam:

**CIW Web Design Specialist exam (1D0-520)**  
70 questions | 75 minutes

## CIW Program Overview

CIW (Certified Internet Web Professional) is the world's fastest growing vendor-neutral Internet skills training and certification program for professionals. More than a certification or a curriculum publisher, CIW is a Web technology standard adopted by academic institutions, governments and businesses worldwide. CIW includes applications and competencies, but our core curriculum focuses on the foundational standards that sustain the infrastructure of IT: Web design, e-commerce, security, networking and databases.