**Business Week 31**

**Handout 1: Lesson 1 - Exploring E-Commerce Models**

**Warm-Up (5 minutes)**
*Question:* Think of something you’ve bought online recently (e.g., clothes, food, games). How do you think that business got your attention? Write a quick answer and share with a partner.

**Key Concepts (15 minutes)**
*What are E-Commerce Models?*
E-commerce (电子商务) is buying and selling goods or services online. Different models show how businesses operate in this digital space.

*Key E-Commerce Models:*

* **B2C (Business-to-Consumer):** Companies sell directly to customers (e.g., Amazon selling books).
* **B2B (Business-to-Business):** Companies sell to other businesses (e.g., a supplier selling parts to a car maker).
* **C2C (Consumer-to-Consumer):** People sell to each other through platforms (e.g., eBay auctions).
* **D2C (Direct-to-Consumer):** Brands sell their own products online, skipping stores (e.g., a shoe company’s website).
* **Subscription-Based:** Customers pay regularly for ongoing access (e.g., Netflix or meal kits).

*Examples:*

* A student buys a phone case from a brand’s site (D2C).
* Someone sells old clothes on a marketplace app (C2C).

**Activity 1: "Model Matcher" (20 minutes)**
*Instructions:*

* Below is a list of 10 online business scenarios. For each, decide which e-commerce model (B2C, B2B, C2C, D2C, Subscription-Based) it represents. Write the model next to the scenario.
* Discuss: Which model would you use if you started an online business? Why?

*Scenarios:*

1. A company sells office chairs to schools. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. A person lists a used bike on a marketplace app. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. A clothing brand sells hoodies on its own website. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. A grocery store offers weekly veggie box deliveries. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. A teenager buys headphones from an online mega-store. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. A factory buys steel from a supplier’s website. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Someone auctions a rare toy on a bidding site. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. A skincare company sells creams directly online. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. A streaming service charges monthly for movies. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. A bakery sells cookies through a big retail platform. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Activity 2: "E-Commerce Snapshot" (10 minutes)**
*Instructions:*

* Read the mini-case below about an online business.
* Identify at least 2 e-commerce models used and write a sentence explaining how each applies.
* Discuss with a partner: Which model seems most effective for this business? Why?
* Be ready to share one idea with the class.

*Case Study:*
*Mia’s Crafts:* Mia, a 25-year-old artist, started selling handmade bracelets on her own website. She also lists extra supplies she doesn’t need on a marketplace app for other crafters to buy. Her site offers a monthly “craft kit” subscription, where customers get new materials to try. Last month, she sold 50 bracelets and 10 kits!

**Wrap-Up:** Which e-commerce model do you think is easiest to start with as a beginner? Why?

Homework:

* Choose an online store or platform you’ve used (e.g., Amazon, eBay, a brand’s site). Research which e-commerce model (e.g., B2C, C2C, Subscription-Based) it uses. Write a short paragraph explaining the model, how the business applies it, and one thing you like about it. Bring it to the next class.

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**Lesson 2 - Online Marketing Techniques**

**Warm-Up (5 minutes)**
*Question:* Imagine you’re selling custom phone cases online. What’s one way you’d convince people to buy them? Write it down and share with the class.

**Key Concepts (20 minutes)**
*What are Online Marketing Techniques?*
Online marketing (在线营销) is how businesses promote their products or services on the internet. It’s key to standing out in e-commerce!

*Key Techniques:*

* **Social Media Marketing:** Using platforms like Instagram or TikTok to show off products (e.g., posting a fun video).
* **SEO (Search Engine Optimization):** Making a website easy to find on Google (e.g., using keywords like “cheap shoes”).
* **Email Marketing:** Sending offers or updates to customers’ inboxes (e.g., a discount code).
* **Influencer Marketing:** Partnering with popular people online to promote items (e.g., a YouTuber reviewing a gadget).
* **Paid Ads:** Paying for ads on websites or apps (e.g., a banner ad on a game).

*Examples:*

* A store emails a 20% off coupon (Email Marketing).
* A snack brand pays a TikTok star to taste their chips (Influencer Marketing).

*Discussion:* How can these techniques work with the e-commerce models from Lesson 1?

**Activity: "Marketing Masterplan" (25 minutes)**
*Instructions:*

* Pick one e-commerce business idea (e.g., a T-shirt shop, a pet toy store, an art print site) and choose an e-commerce model from Lesson 1 (e.g., D2C, Subscription-Based).
* Select 2 online marketing techniques from the list above.
* Brainstorm how you’d use each technique to grow your business (e.g., specific posts, emails, or ads).
* Create a short 1-minute “pitch” explaining your business and marketing plan.

*Homework:*

* Look at a social media account or website of a small online business. Identify one marketing technique (e.g., Social Media Marketing, SEO, Influencer Marketing) they’re using. Write a brief report describing what they do, how it fits the technique, and if you think it’s effective. Submit it next class.