WEEK 3

Day 1 Job descriptions table including Name, title, salary and duties

Today we are going to build a job Description table into our presentation on the Management.html page.

Click on the line below and examine the Job Description Chart.

The table will be included in Article 1 just below the organization chart

Our table consists of 4 columns: Name, Position, Salary, Duties

There 21 Rows. One for each employee

<A href="Management.html">Management Page</A>

To see the code that makes our table. Proceed as follows:

With the Management.html page on your screen, Right-click and select view page Source. You can then see the coding of the page.

Let's see how the table was constructed. The next line begins our table.

<Table cellpadding=”15” cellspacing=”5” border=”.3”>

The next line begins a new row of the table <TR>.

The next line contains the column headings for the data.<TD> tells the browser to create a table data cell. </TD> ends the table cell.

<TD>Staff Member’s Name</TD> <TD>Position</TD> <TD>Salary</TD> <TD>Duties</TD

There is a row for each employee. Remember<TR> starts a row <TD> begins table data cell. </TD>ends the table cell data and </TR> ends a row

</TR> ends the row of the table.

<rt> stand for regular text. Any time the browser sees this tag, the text is formatted as described in the .css file.

The image tag, <img src>, along with its height and width was only added so that a title tag could be used for the actual job description. There is no actual image.

When the user hovers over the duty box, they will be able to see the job description for that employee.

Follow the format of table substituting your own company information.

Day 2: Planning Strategy to be put into an audio presentation.

Today we are going to make an audio recording of our Planning Strategy in our Business Plan Presentation software.

This part of the presentation goes into Article two box along with the job descriptions table.

Get a written copy of the planning strategy from your written business plan. This will be your script

Next plug in your microphone

Go to the Sound Recorder program. This comes with all windows programs. It is located in the Accessories group

Click START

Select All Programs

Accessories Folder

Sound Recorder

Click Start Recording button

Read Your script.

When finished, click Stop Recording

The SaveDialog Box comes up

Select folder where you want to store the file

Type in file name and then

Save File

The file extension will be .wma, which stands for Windows Media Audio

For this file to work properly in our html document, we need to convert it from wma to mp3

There a number of audio converter programs available.

If you have I-tunes on your computer, you can convert your .wma recording to mp3 by using "Preferences", "Import Settings", "MP3 encoder" and file menu o save and convert.

After you have converted your dialog, you can addthe lines of html code to play the recording called in this example, "planning.mp3"

<audio controls>

<source src="planning.mp3" type="audio/mp3">

<source src="planning.ogg" type audio/ogg">

Your browser does not support the audio element.

</audio>

Save your html file. Try out the audio player.

Day 3: Management Page, Aside Elements - Directing and Controlling

Now it is time to work on the side news box.

Check out Lovebytes Management page

AS you can see there two paragraphs . One is about Directing and the other about Controlling

Insert your own company's information here and save the file.

Day 4: Marketing page, Article 1 Marketing Plan and Components of the Marketing Mix.

Load your html template.

Save it and call it Marketing.html in your student working folder

<We will be adding information to each of the box elements

Get out your business plan document and turn to the marketing section

It is in the marketing section of the business plan that you will draw out the information needed for the presentation.

In the Lovebytes Marketing plan we have a service business.

<A href="Marketing.html">Marketing Page for Lovebytes</A>

We want to explain the product or service and perhaps show a picture.

The above information should go into Article 1 box

Our computer dating company also has a deluxe package and it is outlined.

Day 5 Placement, Price and Promotion:

The Placement ,Price and Promotion are laid out in tabular form. See box below for the code.

<Table border=3 cellpading=5 cellspacing=5>

<TR>

<TD><h2>Placement</h2><img src="pv.ico" height=12 width=12 Title="Our placement used to get our service to the consumer is via the Internet. That is our only channel of distribution. The compiling of data, creating the files, finding the matches and profiles will be handled at our headquarters. No middlemen are needed in our venture thus saving costs."

</TD><TD><h2>Price</h2><img src="pv.ico" height=12 width=12 Title="Price will be competitive. For example, Match.com charges $16.99 per month for six months or $34.95 for one month. Other sites have much the same pricing structure. Lovebytes.com will charge $16.95/month for the six months, or $32.95 for a one month's subscription.

We will have trade show discounts and special promotions during December, March and April. Clients who introduce Lovebytes to their friends will receive a 5% discount."

</TD><TD><h2>Promotion</h2><img src="pv.ico" height=12 width=12 Title="Promotion will be accomplished in a couple of ways.

The web site will be listed in the Virtual Enterprise shopping mall and meta tag information will be sent to the major search engines. The questionnaire will be attached to the web page. We will create ads that run on the Internet, tied to other Virtual Enterprise sites. Email ads will be created and sent to all Virtual Enterprise companies in California.

Special flyers with trade show deals will be circulated during each of the trade shows. We will run an ad in our school paper and have a spot on the school's TV station feauring popular students in school showing how cool it is to use Lovebytes to get a date for a school activity.

We will attempt to obtain company to company contracts with other VE companies.

</TD>

</TR>

</Table>

Obviously you could present this information in many ways. I chose a table.

See instructions above for how to put data into a table.

Remember beginning and ending table tags with information about padding and spacing and borders

Table rows beginning and ending tags

Table data with is the information that goes into each cell.

Title which shows information as you pass the cursor over the cell.

<A href="BBP3.doc">Printer Friendly Version - Week 3 </A>