**e-commerce**

**Lesson plan by Gölbaşı Fen Lisesi**

**Relevant Goals**: SDG 8: Decent work and economic growth

SDG 17: Partnership for the goals

SDG 9: Industry, Innovation and Infrustracture

**Objectives**: The objective is to make research about economy and to try to show the importance of partnership for e-commerce.

**Description**: The project is based on e-commerce, that’s related with SDG 8, 17 and 9. Let’s focus on how globally we affect each other.

**READING**

**e-commerce in the world**

eCommerce, or electronic commerce, is a term that  is often used  nowadays. Product sellers and service providers can increase sales through online commerce and boost revenue with ease. Selling online is a popular sales method, worldwide.

In fact, statistics show global ecommerce sales could reach [$6.542 trillion by 2023](https://www.smartinsights.com/digital-marketing-strategy/online-retail-sales-growth/), representing 22% of the total retail market. The bottom line is people are doing a lot of online shopping, and if your products aren’t there, you’re missing out. Ecommerce growth has gotten a boost as more people avoid visiting a physical store due to the pandemic. As life gets back to normal, many brick and mortar stores have adjusted their site functionality so that it’s easier to shop online.

**How Does eCommerce Work?**

The ecommerce process is different from a traditional  one. There are different steps along the way that take the initial contact between you and your consumer until payment through your bank current account.

Here is a presentation:

<https://www.canva.com/design/DAEyKbxpG9I/p-c-TqhAnVhlDoUu3CMRXA/view?utm_content=DAEyKbxpG9I&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton#7>

**LISTENING**

Here is the video:

<https://www.youtube.com/shorts/TTnSEGMkSWQ>

Here are True/ False questions:

1. Online shopping started with opened internet to public ………….
2. Online shopping was invented in 1979 ……………….
3. Amazon was one of the second ecommerce sites in the US…………..

**QUIZ**







