E-COMMERCE
MKT 2450

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Fall 00

NOTE: This course is not designed for transfer credit.

Catalog Course Description:
A study of e-commerce and its impact on business. The course provides a framework for understanding e-commerce, possible marketing opportunities as well as implementation and organizational issues involved in capitalizing on e-commerce.

Entry Level Standards:
Students must be able to read, write, speak and reason at college level.

Prerequisites:
None

Textbook(s) and Other Reference Materials Basic to the Course:
Access to the Wall Street Journal.
Also need access to the Internet.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Course and to the Digital World</td>
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<tr>
<td>2</td>
<td>Networks</td>
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<td>3</td>
<td>Individuals Online</td>
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<tr>
<td>4</td>
<td>Web Business Models &amp; Exam 1</td>
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<td>5</td>
<td>Customer Support and Online Quality</td>
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<tr>
<td>6</td>
<td>Personalization</td>
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<tr>
<td>7</td>
<td>New Product Development on the Net</td>
</tr>
<tr>
<td>8</td>
<td>Traffic and Brand Building</td>
</tr>
<tr>
<td>9</td>
<td>The Online Community</td>
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</tbody>
</table>
II. Course Objectives*:

A. Understand digital fundamentals. I, VII
B. Explain how customer support is impacted by online marketing (aka e-commerce). I, VII
C. Demonstrate an understanding of personalization is achieved online. I, VII
D. Understand how online marketing/e-commerce impacts new product development and brand building. I, VII
E. Describe how traffic is built online. I, VII
F. Understand how e-commerce impacts pricing strategies. I, VII
G. Describe the online community. I, VI
H. Understand how to develop an Internet marketing plan. I, VII
I. Describe how a firm’s organizational structure is impacted by the decision to add and e-commerce component to its strategy. I, VII
J. Describe how channels of distribution and sales strategies are impacted by e-commerce. I, VII

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Carry out course assignments such as team discussions; team projects, experiential exercises; oral and written presentations; internet research and class discussions that help develop a thorough, transferable understanding of internet marketing. Personal Development Outcome, Communication Outcome, Information Literacy Outcome, Transitional Strategy, Problem Solving and Decision Making Outcome, Active Learning Strategy

2. Use critical thinking skills to interpret, evaluate and make informed judgments about the effectiveness of online business plans. Problems Solving and Decision Making Outcome, Transitional Strategy

3. Provide structured feedback to their peers on team presentations made in class. Personal
Development Outcome, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:

1. Compute the value of inter and intra nets using Moore’s law. A
2. Describe the convergence of digital technologies. A
3. Describe how digital technology can be used to create new marketing environments. A
4. Explain how the structure of the Internet shapes the marketing approach a company must take to be successful in e-commerce. A
5. Describe how consumer choice, demographics and user online behavior impacts how sites are personalized. C
6. Explain closed-loop marketing and how the web makes it possible. A, B, C
7. Critique online strategies of existing firms. H
8. Describe how traditional companies can profit from Web technologies. A, D, H
9. Describe how companies can enhance marketing strategies using the net, especially in the areas of extended product, customer support and quality. B, D
10. Discuss Web-based personalization strategies. C
11. Explain the impact of online marketing on product life cycles. D
12. Explain the basics of traffic building on the web (include domain branding, and search engines). D
13. Compare and contrast online advertising with that in traditional media. D
14. Discuss the importance of circulation, audience demographics and measurement in online advertising. G, E
15. Describe how communication and shared content strategies are used to develop an online community loyal to a company’s site. G
16. Outline how the net alters many of the determinants of pricing, especially consumer awareness and the number of competitors. F
17. Describe new pricing tools online marketing makes available. F
18. Define real-time pricing and describe how it works. F
19. Discuss the growth of b2b and c2c marketing and their impact on channels of distribution. J
20. Locate current statistics on key demographic, usage, and sales statistics on the web. G
21. Discuss how organizational structures must change when online marketing strategies are adopted. I, H

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:

A minimum of three major tests is recommended covering chapter material and supplemental material provided by the instructor. Tests should comprise no more than 75% of the total grade.

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods:

In addition to exams, students will be evaluated on practical application exercises and/or cases. Part of the grade will be based on teamwork. Finally, students will be graded on participation and web/WSJ assignments.

E. Grading Scale:

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<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>92-100</td>
<td>A</td>
</tr>
<tr>
<td>89-91</td>
<td>B+</td>
</tr>
<tr>
<td>82-88</td>
<td>B</td>
</tr>
<tr>
<td>79-81</td>
<td>C+</td>
</tr>
<tr>
<td>72-78</td>
<td>C</td>
</tr>
<tr>
<td>65-71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
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VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. At a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.