PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

E-COMMERCE
MKT 2450

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Revised: Spring 2010

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, including possible marketing opportunities, as well as implementation and organization issues involved in capitalizing on e-commerce.

Entry Level Standards:

Ability to read, write and reason at college level. Ability to create Word, PowerPoint and Excel files.

Prerequisites:

None

Textbook(s) and Other Course Materials:

2. Access to [www.prenhall.com/laudon](http://www.prenhall.com/laudon) Note: If you have a new textbook, this is FREE. If you purchased a used textbook, you need to go to http://www.learne-commerce.net and click on subscriber services to purchase access. Codes last for 6 months.

I. Week/Unit/Topic Basis:

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<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to E-Commerce The Revolution is Just Beginning</td>
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<td>2</td>
<td>E-commerce Business Models and Concepts</td>
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<td>3</td>
<td>The Internet and World Wide Web: E-Commerce Infrastructure</td>
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<td>4</td>
<td>Building an E-commerce Website</td>
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<td>5</td>
<td>Building an E-commerce Website</td>
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<tr>
<td>6</td>
<td>Security and Payment Systems</td>
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7. Security and Payment Systems, Exam #1
8. E-commerce Marketing Concepts
9. E-commerce Marketing Concepts
10. E-commerce Marketing Communications
11. Social, Legal and Ethical Issues in E-Commerce
12. Social, Legal and Ethical Issues in E-Commerce
13. Online Retailing and Services
14. Online Content and Media
15. Final Exam

II. Course Objectives*:

A. Demonstrate an understanding of commerce, e-commerce, value chains and marketing strategy.
B. Understand how successful web presences are created.
C. Build an online store.
D. Understand how to create a secure commerce environment.
E. Compare and contrast the advantages and disadvantages of common electronic payment systems.
F. Understand the impact of three uncontrollable environmental factors (culture, legal and ethical) on ecommerce.

*Roman numerals after course objectives reference goals of the Marketing program.

III. Instructional Processes*:

Students will:

1. Record, analyze, interpret and articulate facts by reading, evaluating and developing solutions to e-commerce based case study exercises. (*Communication outcome, Transitional strategy*)
2. Use critical thinking skills to interpret, evaluate, and make informed judgments about the effectiveness of specific online retailers' web presences. (*Transitional strategy*)
3. Demonstrate competence in accessing information on the Web by completing internet exercises designed to explore, describe and combine features of various retail web sites. (*Technological outcome, Active learning strategy*)

*Strategies and outcomes listed after instructional processes reference TBR’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. Define electronic commerce and describe similarities and differences between ecommerce and traditional commerce. A
2. Define the four P's of marketing. A
3. Explain value chains and the effect of ecommerce on traditional channel arrangements. A
4. Discuss advantages and disadvantages of ecommerce. A
5. Define and describe the nine basic web business models and be able to identify models specific web sites are using. A
6. Use a shopbot to compare website product marketing strategies. A
7. Understand how to identify and reach customers on the Web. B
8. List and explain the objectives all effective websites use to create an attractive online presence. B
9. Describe how firms can integrate usability testing into their websites. B
10. Define the key factors website designers should consider as they create or update websites to improve usability. B
11. Define various metrics for evaluating web site advertising effectiveness and cost. B
12. Compare and contrast customer relations ship management strategies for ecommerce and traditional marketing. B
13. Define and provide examples of basic electronic commerce software functions. C
14. Build an online store using templates. C
15. Compare/contrast the advantages of using web hosting services versus building and maintaining your own site. C
16. Understand the most common ways of promoting a site, including advertising, using search engines. C
17. Describe security protection techniques that will maintain customer privacy, keep transactions confidential, thwart eavesdropping and ensure customer identification and authentication. D
18. Understand the role of encryption in maintaining confidentiality. D
19. Identify and define the kinds of threats that businesses face when conducting ecommerce. D
20. Describe how digital signatures and digital ID’s are created. D
21. Understand the major online payment options available. E
22. Understand how online credit cards are processed. E
23. Identify different types of electronic cash systems and select the appropriate type for a specific ecommerce objective. E
24. Explain some of the cultural issues that affect businesses conducting electronic commerce. F
25. Examine laws that govern electronic commerce activities. F
26. Discuss contracts and contractual issues of concern to online retailers. F
27. Define and give examples of trademark infringement and deceptive trade practices. F
28. Explain how the global nature of ecommerce impacts the legal concept of jurisdiction, and how this impacts the laws governing online commerce. F

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

V. Evaluation:

A. Testing Procedures: 40% of grade

Two exams will be given, each counting 20% of the grade. While the mid-term will be over the first three chapters and the final, over the last three, the course builds throughout the semester and concepts learned the first half will be used the second as well. There may be some overlap on the exams as well.

Exams will include objective (multiple choice, fill-in-the-blank and true-false) questions to test mastery of definitions and basic processes. They will also include mini-cases and exercises to test transfer knowledge, or the ability to use the knowledge you gain in solving one case to solve a similar but not identical case.

B. Laboratory Expectations: 50% of grade

To test competency, you will be assigned a minimum of five cases from the text. Casework is chosen to reflect the topics covered in this class. Cases are excellent ways to use the knowledge you've gained and to cement that knowledge by using it to solve similar problems. Each case is worth 10% of your grade. Overall, casework will comprise 50% of your grade in this class.

C. Field Work:

This information, if applicable, will be provided via course supplement.

D. Other Evaluation Methods: 10% of grade

Traditional Classes - The only way to learn is to be radically present during all class periods. To make sure you are, Performance Points will be awarded for successfully answering discussion questions posed to random students during class periods. At the end of the semester, you will have had ~20 opportunities to respond. 10% of your grade will be based on how successfully you did so. NOTE: if you are not there, you cannot respond, so you will get a 0/Absent if your name is called.

Online Classes – Responses to discussion questions will determine your participation grade.

E. Grading Scale:

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<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92-100</td>
<td>A</td>
</tr>
<tr>
<td>89-91</td>
<td>B+</td>
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<tr>
<td>82-88</td>
<td>B</td>
</tr>
<tr>
<td>79-81</td>
<td>C+</td>
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VI. Policies:

A. Attendance Policy:

Pellissippi State Community College expects students to attend all scheduled instructional activities. As 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. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.]

B. Academic dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 134 or 126 or by phone: 694-6751(Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/.

D. Other Policies:

Computer Usage Guidelines:
College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner.

Cell Phone Usage: Cell phones must be turned off during class to avoid irritating other students.