E COMMERCE

Objective:

The growth of the Internet continues to have a tremendous influence on business. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. This new course challenges students to explore the realities and implications of internet business (i.e., e-commerce) from a marketer's perspective. Business-to-consumer (B2C) and business-to-business (B2B) e-commerce markets are examined. The course introduces students to a wide range of electronic commerce issues for marketers, as a foundation for continual learning in the dynamic e-commerce environment

Course Content

1. Find and assess e-commerce web sites for quality, reliability and effectiveness;
2. Evaluate e-commerce markets and transactions, including supply chains;
3. Assess the effect of changing technology on traditional business models and strategy;
4. Assess the impact e-commerce is having on how firms are organized and behave;
5. Consider ethical and legal issues related to e-commerce technologies such as manipulation of graphic and sound information, privacy and control of electronic media;
6. Design and prepare informative, organized, and accurate e-commerce related presentations of text, audio and graphical information taking into account technical and aesthetic considerations;
7. Make ethical decisions related to e-commerce considering laws, privacy, and security.
8. Communicate effectively and ethically using electronic media
9. Transmit text, graphics, and sound data electronically.
10. Distinguish the basic components of a network
11. Identify differences in regulatory and legal environments as it relates to e-commerce;
12. Communicate effectively using appropriate e-commerce vocabulary.
13. Use critical thinking, problem-solving, and decision-making skills in evaluating e-commerce technologies;
14. Use a web page editor to create effective web pages;
15. Design (plan) a simple e-commerce web site;
16. Create, modify, enhance and publish a simple e-commerce web site;
17. Analyse e-commerce business needs and resources and match to technology considering human factors and budget constraints;
18. Distinguish various e-commerce trading relationships.
    - Orientation: Overview of the : E commerce
    - Introduction to Internet Business
    - Infrastructure The Internet and Technology
    - Business Models for Internet Business
    - Internet Business & Marketing I: Basic Marketing Concepts & Technology
    - Internet Business & Marketing II: B2C and B2B Marketing and Branding Strategies
    - E-Commerce Advertising I
    - E-Commerce Advertising II
    - E-Commerce Retailing & Services

- Online Media: Publishing & Entertainment Industry
- Social Networking, Communities, & Actions I
- Social Networking, Communities, & Actions II
- E-Commerce & Ethics