

MASTER COURSE SYLLABUS

<u>MKT</u>	<u>360</u>	<u>Electronic Commerce and Marketing Strategy</u>	<u>3 (3-0)D</u>
Desig.	No.	Title	Credit (Mode)

I. Bulletin Description

Basic concepts and tools for understanding and exploring market opportunities and marketing strategies associated with global electronic commerce.

II. Prerequisites

MKT 300; 56 semester hours completed; admission to Professional Business Studies or listed on signed major or minor.

III. Rationale for Course Level

IV. Textbooks and Other Materials To Be Furnished by the Student

Frost, Bruce and Judy Strauss, (2004). *E Marketing*. New Jersey: Prentice Hall Inc.

V. Special Requirements of the Course

Students must have a basic familiarity with e-mail and the Internet, or at a minimum, have a fierce desire to learn these skills quickly.

VI. General Methodology Used in Conducting the Course

Instructional methods will include lecture, active-learning exercises, exams, and a team-based Internet marketing plan.

VII. Course Objectives

Upon completion of this course, students will be able to:

1. articulate and define the electronic marketing and communications environments that operate in today's fast-paced business world (the emergence of online information, the need for speed in introducing new products, the availability of new media, and the ability to profile new buyer prospects).
2. analyze and compare the various online marketing tools and electronic communication vehicles.

3. demonstrate the marketing planning process through the step by step formulation of a highly targeted marketing document.
4. analyze the sources of extensive information available for consumer or business-to-business marketing.
5. improve team-working skills and task delegation.

VIII. Course Outline

<u>Week</u>	<u>Topic</u>
1	Introduction to electronic commerce for business
2	Internet consumer behavior and user characteristics
3	Online marketing research
4	Online product strategies
5	Online pricing strategies
6	Electronic commerce as a distribution channel
7	Online distribution strategies
8	Marketing communications online
9	Online promotion strategies
10	Product and service merchandising considerations
11	Online relationship building
12	Capturing customer profiles for relationship building
13	Online privacy and security considerations
14	Business to business e-marketing
15	The electronic commerce marketing plan
16	Final examination

IX. Evaluation

Final grades will be based on the following allocation.

	Percent
Assignments	20
Personal Web Site	10
Exams	<u>70</u>

X. Bibliography

- Crockett, Roger (2003), "Web Phones Take Wing Now, Cell Phones Can Deliver Nifty Net Services Fast, And Americans Are Signing Up By The Millions," Business Week, 122-24.
- Kim, Daekwan (2003), "The Internationalization Of Us Internet Portals: Does It Fit The Process Model Of Internationalization?," Marketing Intelligence and Planning, 21, No. 1.
- Lancioni, Richard, Hope Jensen Schau, and Michael F. Smith (2003), "Internet Impacts On Supply Chain Management," Industrial Marketing Management, 32, No. 3.
- Lichtenthal, J. David and Shay Eliaz (2003), "Internet Integration In Business Marketing Tactics," Industrial Marketing Management. 32, No.1.
- Mckillen, Dan (2003), "Web Watch - A Marketer's Internet Guide - The Increasing Popularity Of Vortals, Enhanced Government Web Sites And New Data Endorsing Online Advertising Are Among The Factors Driving Internet Activity In 2003," Medical Marketing & Media. 38, No. 1.
- Peterson, Robert A. and Maria C. Merino (2003), "Consumer Information Search Behavior And The Internet," Psychology & Marketing. 20, No. 2.
- Pitta, Julie (2003), "Ebay's Growing Up," World Trade, 16 (2), 18-19.
- Schiffman, Leon G., Elaine Sherman, and Mary M. Long (2003), "Toward A Better Understanding Of The Interplay Of Personal Values And The Internet," Psychology & Marketing. 20, No. 2.
- Trembly, Ara C. (2003), "The Best Of Spam, The Worst Of Spam," National Underwriter, 107 (7), 30-31.
- Tynan, Daniel (2003), "Out Of The Office, But Never Out Of Reach," Sales & Marketing Management, 155 (1), 18-19.

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Signature

March 15, 2003

Date