THOMPSON RIVERS UNIVERSITY

Course Outline

Marketing and International Business
School of Business & Economics

MKTG 4450 - **3.00** - Academic

E-Commerce

Rationale

Update standard course outline

Calendar Description

Students examine how the internet is rapidly becoming one of the primary communications, marketing and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. Topics include the E-Commerce business models and concepts; E-Commerce infrastructure; building E-Commerce presence; E-Commerce security and payment systems; E-Commerce marketing and advertising concepts; social, mobile and local marketing; ethical, social and political issues in E-Commerce; online retailing and services; online content and media; social networks, auctions and portals; and business-to-business E-Commerce.

Credits/Hours

Course Has Variable Hours: No
Credits: 3.00
Lecture Hours: 3.00
Seminar Hours: 0
Lab Hours: 0
Other Hours: 0
  Clarify:
Total Hours: 3.00
Delivery Methods: (Face to Face)
Impact on Courses/Programs/Departments: No change
Repeat Types: A - Once for credit (default)
Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Summarize how the Internet and digital technologies have expanded the tools available to marketing and theirimpact on marketing strategy.

2. Prepare an effective Internet marketing strategy.
3. Illustrate the implications and potential of social networks for Internet marketing.
4. Analyze the key advantages of online branding for building web traffic.
5. Analyze the key components of a successful customer interface and measure its effectiveness by using web analysistools.
6. Consider online consumer behaviour when making marketing decisions.
7. Compare the main forms of search engine marketing, search engine optimization techniques, and their application inonline marketing campaigns.
8. Design and implement an effective web presence.
9. Implement a variety online marketing campaigns.

Prerequisites

MKTG 2430-Introduction to Marketing or
equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

MKTG 4451-E-Commerce
BBUS 4450-E-Commerce

BBUS 4451-E-Commerce
BBUS 4453-E-Bus. in a Competitive Env.

Texts/Materials

Textbooks

1. **Required** Laudon, K.C., C.G. Traver. *E-Commerce: Business, Society and Technology*, 12th ed. Pearson, 2016

Student Evaluation

The Course grade is based on the following course evaluations.

Mid-terms 0-30%
Quizzes 0-10%
Participation/attendance 0-10%
Case studies/projects/assignments/simulation 20-30%
Final exam 20-40%
Term tests and final exam must not make up more than 70% of course work and group work must not make up more than 50%.

Course Topics

1. Introduction to E-commerce

- The revolution is just beginning
- E-commerce: The revolution
- Types of e-commerce
- Growth of the internet, web, and mobile platform
- E-commerce: A brief history
- Understanding e-commerce: organizing themes

2. E-commerce Business Models and Concepts

- E-commerce business models
- Major business-to-consumer (B2C) business models
  Major business-to-business (B2B) business models
- Major business-to-business (B2B) business models
- How e-commerce changes business: strategy, structure, and process

3. E-commerce Infrastructure: The Internet, Web, and Mobile Platforms

- The internet: Technology background
- The future internet infrastructure
- The web
- The internet and the web: features and services
- Mobile apps

4. Building an E-commerce Presence

- Systematic approach
- Choosing software
- Choosing hardware
- Other e-commerce site tools
- Developing a mobile web site and building mobile applications

5. E-commerce Security Environment and Payment Systems

- E-commerce security environment
- Security threats in the e-commerce environment
- Technology solutions
- Management policies, business procedures and public laws
- E-Commerce payment systems
- Electronic billing

6. Business Concepts and Social Issues

- Consumers online: The Internet audience and consumer behavior
- Digital commerce marketing and advertising strategies and tools
- Internet marketing technologies
- Understanding the costs and benefits of online marketing

7. Social, Mobile, and Local Marketing

- Introduction to social, mobile, and local marketing
- Social marketing
- Mobile marketing
- Local and location-based marketing

8. Ethical, Social, and Political Issues in E-commerce

- Understanding ethical, social, and political issues in e-commerce
- Privacy and information rights
- Intellectual property rights
- Governance
- Public safety and welfare

9. Online Retail and Services

- The online retail sector
- Analyzing the viability of online firms
- E-commerce in action: E-tailing business models
- The service sector: offline and online
- Online financial services
- Online travel services
- On-demand service companies

10. Online Content and Media

- Online content
- The online publishing industry
- The online entertainment industry
- Online entertainment audience size and growth

11. Social Networks, Auctions, and Portals

- Social networks and online communities
- Online auctions
- E-commerce portals

12. B2B E-commerce: Supply Chain Management and Collaborative Commerce

- An overview of B2B E-commerce
- Procurement process and supply chains
- Trends
- Net marketplaces
- Private industrial networks

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair CurricUNET Administrator