

Course Outline

**Department of Marketing, International Business, and
Entrepreneurship
School of Business and Economics**

**MKTG 4450-3
E-Commerce (3,0,0)**

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 Internet environment; introduction to internet marketing; e-commerce opportunities; customer experience and interface; ethical and legal issues; online branding; e-marketing opportunities; traffic building; online consumer behavior; online product development and pricing; web traffic analysis and measuring for success; and social media.

Educational Objectives/Outcomes

On completion of the course, students will be able to:

1. Describe how the Internet and digital technologies have expanded the tools available to marketing and their impact on marketing strategy.
2. Apply the elements of the marketing mix in an online context.
3. Recognize the implications and potential of social networks for Internet marketing.
4. Discuss the key advantages of online branding for building web traffic.
5. Identify the key components of a successful customer interface and measure its effectiveness by using web analysis tools.
6. Incorporate online consumer behavior when making marketing decisions.
7. Explain the main forms of search engine marketing, search engine optimization techniques, and their application in online marketing campaigns.

Prerequisites

MKGT 2430 or MKTG 3430

Co-requisites

None

Texts/Materials

Chaffey, et al., Internet Marketing Strategy, Implementation and Practice, Prentice Hall.

Student Evaluation

Term tests	20-50%
Quizzes	0-10%
Participation/attendance	0-10%
Case studies/research projects/assignments	20-40%
Major project/brand audit	0-40%
Final exam	0-40%

Midterm and final exams must not make up more than 70% of course work and group work must not make up more than 50%.

Course Topics

1. Internet Environment
 - History of the Web
 - Social impact of the Internet
2. Introduction to Internet Marketing
 - The scope of internet marketing
 - Applications of internet marketing
 - Integrated E-marketing strategies
3. E-Commerce Opportunities
 - Web Business models
 - Different forms of Web presence
 - Business-to-consumer and consumer-to-consumer markets
 - Social networking
4. Customer Experience/Interface
 - Planning and developing a website
 - Design concepts
 - Online retailing
 - Web retention techniques
5. Ethical and Legal Issues
 - Legal environment of the Web
 - Website content issues
 - Privacy concerns
6. Online Branding
 - Elements of branding
 - Branding by domain name
7. E-Marketing Opportunities
 - Internet marketing benefits
 - Internet marketing strategy development

8. Traffic Building
 - Traffic building goals
 - Search engine optimization
 - Online advertising
 - Direct marketing
9. Online Consumer Behaviour
 - Patterns of Internet use
 - Customer behaviour models
 - Market segmentation
10. Online Product Development and Pricing
 - Creating customer value online
 - Enhanced product development
 - Online pricing strategies
 - The Internet and the marketing mix
11. Web Traffic Analysis and Measuring for Success
 - Obtaining customer data
 - Essential nonfinancial metrics
 - Cost of online marketing
12. Social Media
 - Elements of social media
 - Social media strategies
 - Social media advertising

Methods for Prior Learning Assessment and Recognition

A per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional