|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Course code: | Electronic Commerce and Marketing | | | | 1. Course title: | | | | | | MKT460 | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. in Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MKT 264 | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location:   Section I M 2:00 pm – 3:40pm, W2:00 pm-2:50pm  Section II M 2:00 pm – 3:40pm, W3:00 pm-3:50pm  Location :Online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Blackboard | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Zafrul Allam | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Zafrul Allam | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | X | | | | | Second | | | |  | | Summer | | | | | | |
| 1. Textbook  E-Commerce: Business, Technology and Society, 15th Edition,2019, Laudon, K.C.& Traver, C.G. ISBN 9781292303185 | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (http://www.ac-knowledge.net/uobv3/1)   Online journals specialize in news about the Internet and Digital economy:  http://www.clickz.com – Marketing news and advice.  http://www.ecommercetimes.com – Online publication with daily news and feature articles for entrepreneurs and companies doing business on the Internet; includes success stories, product guides, newsmaker profiles, and an electronic commerce events calendar & message board. | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc.):   Electronic Commerce: A Managerial and Social Networks Perspective, 8th Edition, 2015, Turban, E. (et al.), ISBN 978-3-319-10091-3. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   Introduction to the internet and its characteristics, the use of internet in commerce and marketing, designing a business web site and /or e-marketing plan, customer relationships management, quality of services offered, development of new products, pricing, strategic planning, the legal, social and ethical aspects of internet marketing, success and failure, future of interactive marketing. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | | |
| Learning goals | | | | a. Knowledge | b. Globalization | | | | c. Skills | | d. Communication | | | e. Competencies | | | | | f. Values | | |
|  | | | | a1: General Knowledge | a2: Specific knowledge | | b1: International cross-cultural | b2: Global Perspective | | c1: Thinking skills | | c2: Analytical skills | d1: Communication (Writing) | | | d2: Communication (Oral) | | e1: Leadership skills | | e2: Teamwork | f1: Ethics | | f2: Social responsibility | |
| 1.Demonstrate understanding and knowledge of the internet and its role in commerce and marketing. | | | | ✓ | ✓ | | ✓ | ✓ | |  | |  |  | | |  | |  | |  |  | |  | |
| 2.Identify practices associated with customer relationships management (CRM) and quality of services. | | | |  |  | |  |  | | ✓ | | ✓ | ✓ | | | ✓ | |  | |  |  | |  | |
| 3.Examine the impact of new products development, pricing, and strategic planning on e-business. | | | | ✓ | ✓ | |  |  | | ✓ | | ✓ |  | | |  | |  | |  |  | |  | |
| 4.Develop an appreciation of the role of legal, social, and ethical aspects of internet marketing. | | | |  |  | |  |  | |  | |  |  | | |  | | ✓ | | ✓ | ✓ | | ✓ | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (2-hour) | Small written assignments, Video & Discussion /CILOs 1,2,3,4 | 15 | 15 % | Continuously in each Live Lecture |
| Engagement Activities (1-hour) | Small written assignments, Video & Discussion /CILOs 1,2,3,4 | 15 | 15 % | Continuously in each Live Lecture |
| Examination/ project/assignment/other | Research Based Project & Student presentations / CILOs 1,2,3,4 | 1 | 20% | TBA |
| Case Study | Case study and discussion / CILOs 1,2,3 | 1 | 10% | TBA |
| Final Examination  (Respondus) | CILOs 1,2,3,4  Chapters 6,8,10, &11 | 1 | 40% | TBA |
| Total |  |  | 100% |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. Description of Topics Covered | | | | | | |
| *Topic Title*  *(e.g., chapter/experiment title)* | | | *Description* | | | |
| Chapter 1  Introduction to E-Commerce | | | Introduction to E-commerce; Unique Features of E-commerce Technology; Types of E-commerce; E-commerce: A Brief History; Understanding E-commerce: Organizing Themes; Academic Disciplines Concerned with E-commerce; Careers in E-commerce.  Videos:  <https://www.youtube.com/watch?v=FhpWKUWjOuc>  <https://www.youtube.com/watch?v=LA67Co13V_0>  <https://www.youtube.com/watch?v=nokJ0J7RxvA>  <https://www.youtube.com/watch?v=vk7Sn5HNdeU> | | | |
| Chapter 2  E-commerce Infrastructure | | | The Internet: Technology Background; The Internet today; The web; The Internet and the Web: Features and Services; Mobile Apps: The Next Big Thing Is Here.  Videos:  <https://www.youtube.com/watch?v=VSNpe2wP_ys>  <https://www.youtube.com/watch?v=shbOh4vBQ8w> | | | |
| Chapter 3  Building an E-commerce Presence | | | Imagine Your E-commerce Presence; Building an E-commerce Presence: A Systematic Approach; Choosing Software; Choosing Hardware; Other E-commerce Site Tools; Developing a Mobile Website and Building Mobile Applications  Case Study: *Dick’s Sporting Goods: Taking Control of its E-commerce Operations*  Videos:  <https://www.youtube.com/watch?v=9J7UxOVfzp8>  <https://www.youtube.com/watch?v=oEZLorGnyiE> | | | |
| Chapter 5  E-commerce Business Strategies | | | E-commerce Business Models; Major Business-to-Consumer (B2C) Business Models; How E-commerce Changes Business: Strategy, Structure, and Process  Videos:  <https://www.youtube.com/watch?v=wPMv6DZHZRM>  <https://www.youtube.com/watch?v=OqcTwveJmRU>  <https://www.youtube.com/watch?v=rehXKeEVyko> | | | |
| Chapter 6  E-commerce Marketing and Advertising | | | 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 Communications  Case Study: *Programmatic Advertising: Real-Time Marketing*  Video:  <https://www.youtube.com/watch?v=MP1lbtGCnT8> | | | |
| Chapter 8  Ethics, Law, and E-commerce | | | Understanding Ethical, Social, and Political Issues in E-commerce; Privacy and Information Rights; Intellectual Property Rights; Governance; Public Safety and Welfare  Videos:  <https://www.youtube.com/watch?v=weKkRMLAYzY>  <https://www.youtube.com/watch?v=r3uPW2Dek-I> | | | |
| Chapter10  Online Communities | | | Social Networks and Online Communities; Online Auctions; E-commerce Portals; Careers in E-commerce  Case Study: *eBay Evolves*  Video:  <https://www.youtube.com/watch?v=-d-J6DP8SA0> | | | |
| Chapter 11  E-commerce Retailing 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; Online Career Services; On-Demand Service Companies  Videos:  <https://www.youtube.com/watch?v=rVi8X-J7ATY>  <https://www.youtube.com/watch?v=VbrOPs9q_-I> | | | |
| Chapter 12  B2B E-commerce | | | An Overview of B2B E-commerce; The Procurement Process and Supply Chains; Trends in Supply Chain Management and Collaborative Commerce; Net Marketplaces: The Selling Side of B2B; Private Industrial Networks  Videos:  <https://www.youtube.com/watch?v=1AsBsKDe0ro>  <https://www.youtube.com/watch?v=9iQ4_-F5fA0> | | | |
| 1. Weekly Schedule | | | | | | | |
| *Week* | *Date* | *Topics covered* | | *CILOs* | *Teaching Method* | *Assessment* | |
| *1* |  | 1. Introduction to the course and its relation to other courses2. Review on Course outline Chapter 1  Introduction to E-Commerce | | 1,2 | *2-hour lecture:* | *Video & discussion* | |
| *1-hour lecture* |
| *2* |  | Chapter 1  Introduction to E-Commerce and E-Marketplaces | | *1,2* | *2-hour lecture:* | *Video & discussion* | |
| *1-hour lecture* |
| *3* | |  | | --- | |  | | Chapter 2  E-commerce Infrastructure | | *1,2,3* | *2-hour lecture:* | *Video, case study & discussion* | |
| *1-hour lecture* |
| *4* |  | Chapter 3  Building an E-commerce Presence | | *1,2* | *2-hour lecture:* | *Video, research-based project, & discussion* | |
| *1-hour lecture* |
| *5* |  | Chapter 3  Building an E-commerce Presence | | *1,2* | *2-hour lecture:* | *Video, research-based project, & discussion* | |
| *1-hour lecture* |
| *6* |  | Chapter 5  E-commerce Business Strategies | | *1,2,4* | *2-hour lecture:* | *Video, research-based project, & discussion* | |
| *1-hour lecture* |
| *7* |  | Chapter 6   E-commerce Marketing and Advertising | | *1,2,3* | *2-hour lecture:* | *Video, research-based project, & Final Exam* | |
| *1-hour lecture* |
| *8* |  | Chapter 6  E-commerce Marketing and Advertising | | *1,3,4* | *2-hour lecture:* | *Video, research-based project, & Final Exam* | |
| *1-hour lecture* |
| *9* | *MID SEMESTER BREAK* | | | | | | |
| *10* |  | Chapter 8  Ethics, Law, and E-commerce | | *2,4* | *2-hour lecture:* | *Video, research-based project, & Final Exam* | |
| *1-hour lecture* |
| *11* |  | Chapter 8  Ethics, Law, and E-commerce | | *3,4* | *2-hour lecture:* | *Video, research-based project, & Final Exam* | |
| *1-hour lecture* |
| *12* |  | Chapter10 Online Communities | | *1,2* | *2-hour lecture:* | *Video, discussion & Final Exam* | |
| *1-hour lecture* |
| *13* | |  | | --- | |  | | Chapter 11 E-commerce Retailing and Services | | *1,2* | *2-hour lecture:* | *Video, discussion & Final Exam* | |
| *1-hour lecture* |
| *14* | |  | | --- | |  | | Chapter 12 B2B E-commerce | | *1,2,3* | *2-hour lecture:* | *Video, & discussion* | |
| *1-hour lecture* |
| *15* |  | Project Presentation | | *1,2,3,4* | *2-hour lecture* | *Student Presentation* | |
| *1-hour lecture* |
| *16* |  | *Project Presentation* | | *1,2,3,4* | *2-hour lecture* | *Student Presentation* | |