COURSE DESCRIPTION

Prerequisites: Web programming experience.

Course Description: Web monitoring and analytical tools to improve and report site functionally.

Evaluate product and services, promotional campaigns and to effectively personalize site content. Primary course focus will be on process, methods and software tools utilized in this new and emerging field.

This is a 3 credit hour course. (2 lec., 4 lab.)

WECM END-OF-COURSE OUTCOMES: Use monitoring and analytical tools to improve site functionality; generate data-mining reports for marketing and usability; and collect and evaluate dynamic data to deliver personalized site content.

STUDENT LEARNING OUTCOMES:
Upon successful completion of INEW 2320, students will be able to:
  Identify Electronic Commerce Legal, Ethical, and Tax Issues.
  Utilize trend analysis to improve electronic commerce website proficiency.
  Utilize terminology related to Electronic Commerce.

COURSE MATERIALS


And

Course will use http://Lynda.com tutorials. Cost $40.67 for access between Jan 17 to May 17, 2012. Tutorials include:

<table>
<thead>
<tr>
<th>Course Names</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Google Analytics Essential Training</td>
<td>4h 27m</td>
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<tr>
<td>Google Website Optimizer Essential Training</td>
<td>3h 37m</td>
</tr>
<tr>
<td>Search Engine Optimization (2006)</td>
<td>9h 02m</td>
</tr>
<tr>
<td>eBay for Sellers Essential Training</td>
<td>2h 35m</td>
</tr>
<tr>
<td>Building an Online Shopping Cart</td>
<td>4h 05m</td>
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A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.
MAJOR COURSE REQUIREMENTS

Students will participate in Discussion Forums which allow them to communicate about Web monitoring and analytical tools used to improve and report site functionality, evaluate products and services, enhance promotional campaigns and personalize content.

Students will complete Lynda.com tutorials, exercises and quizzes to demonstrate their understanding and enhance their skills using Google analytics, Google website optimizer, search engine optimization, eBay for eCommerce and building online shopping carts.

Students will complete Lab Assignments which include the following:

- Designing a business plan for electronic commerce implementation including objectives and estimated costs and benefits of the project
- Identifying electronic eCommerce failures related to the unique Internet environment
- Applying techniques learned to an actual situation that a real company or organization has faced
- Demonstrating the technologies used to conduct business online including the use of Internet infrastructure, protocols, packet-switched networks, e-procurement, radio frequency identification, and reverse auctions in the practice of supply chain management

A midterm and a final exam will evaluate the student’s understanding of web analytics concepts and knowledge presented in each chapter.

SUBJECT MATTER

Topics covered in the lecture portion of the course include:

- Introduction to Electronic Commerce
- Technology Infrastructure
- The Internet and WWW
- Selling on the Web
- Revenue Models and Building a Web Presence
- Marketing on the Web
- Business-to-Business Online Strategies: From Electronic Data Interchange to Electronic Commerce
- Online Auctions, Virtual Communities and Web Portals
- The Environment of Electronic Commerce
- Legal, Ethical and Tax Issues
- Web Server Hardware and Software
- Electronic Commerce Software & Security
- Payment Systems
- Planning for Electronic Commerce
DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies