EL CENTRO COLLEGE
MRKG 2312
e-COMMERCE MARKETING
SYLLABUS

COURSE DESCRIPTION

Prerequisites: None for Internet Development Technologies Program.

Course Description: Explore electronic tools utilized in marketing; focus on marketing communications in developing customer relationships.

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. (3 lec.)

WECM END-OF-COURSE OUTCOMES: Perform market analysis; state e-Marketing goals and evaluate electronic communications; identify and reach target audience; design and evaluate customer feedback techniques.

STUDENT LEARNING OUTCOMES:
Upon successful completion of MRKG 2312, students will be able to:

1. Identify a minimum of 10 electronic commerce Legal, Ethical, and Tax Issues.
2. Utilize one on-line business tools and verbally express its capabilities.
3. Demonstrate the steps for utilizing an online search engine for marketing a product.

COURSE MATERIALS


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 Boards addressing major topics covered in the course.

Students will participate in a series of Practice Quizzes addressing major topics covered in this course.

Students will produce a Semester Project which will cover for the following topics:

- Web site Design
- Online and Operating
- Internet Security
- Boosting Sales
- Retailing to E-Tailing
A Midterm and Final Exam will evaluate the students understanding of eCommerce Marketing concepts and knowledge.

SUBJECT MATTER
Topics covered in the lecture portion of the course include:
- Online Business Basics
- Legal and Accounting
- Web site Design
- Online and Operating
- Internet Security
- Boosting Sales
- Retailing to E-Tailing
- Storefront Selling
- Fundraising
- Payment Systems
- Niche E-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