

**E-Commerce  
MKT 2450  
3 Credit Hours**

### Course Information

#### Course Description:

This course is designed to provide in-depth coverage of electronic commerce concepts and web site content organization. The learner will participate in a variety of activities designed to provide familiarity with the tools and issues associated with a web-delivered commercial enterprise. The learner will review, analyze and examine web environments designed to meet secure retail and organizational needs.

#### Course Objectives:

##### 1. Introduction to E-Commerce

Students will learn to recognize the many different types of E-Commerce. The Industry structure, value chain, business models and revenue models will all be explained. Students will gain an overall understanding of the E-Commerce industry and how to organize and structure the content of your web site.

##### 2. Technology Infrastructure

E-Commerce is built around technology. The key to building and using E-Commerce is understanding the technology. Students learn system analysis, design process, supporting software and hardware and the concepts of building a commercial web site – the technology cornerstones of E-Commerce.

##### 3. Business Concepts and Social Issues

The social, cultural and legal aspects of E-Commerce are still evolving. Students will gain an understanding of those evolving issues such as Internet branding, advertising, e-mail marketing and the use of search engines and how they impact E-Commerce.

##### 4. Real World E-Commerce

Real world examples of pure play Internet companies, brick & click companies, service industries, auctions and communities are studied to understand their growth strategies, successes and failures.

#### Prerequisites and Co-requisites:

#### Course Topics:

#### Specific Course Requirements:

### Textbooks, Supplementary Materials, Hardware and Software Requirements

**Required Textbooks:**

Please visit the Virtual Bookstore to obtain textbook information for this course: <http://rodv.bkstr.com>

**Supplementary Materials:****Hardware Requirements:**

The minimum requirements can be found at  
[http://www.tn.regentsdegrees.org/students/hardware\\_software.htm](http://www.tn.regentsdegrees.org/students/hardware_software.htm).

**Software Requirements:**

The minimum requirements can be found at  
[http://www.tn.regentsdegrees.org/students/hardware\\_software.htm](http://www.tn.regentsdegrees.org/students/hardware_software.htm).

### Instructor Information

Please see the separate page inside the course to find instructor contact information as well as a statement of virtual office hours and other communication information.

### Assessment and Grading

**Testing / Grading Procedures:****Grading Criteria****Grading Weight**

The following Grading Components will be weighted as follows:

Weekly Assignments 40%

Weekly Quizzes 35%

Weekly Discussion Questions 25%

**Grading Scale:**

A 90 – 100

B 80 – 89

C 70 – 79

D 60 – 69

F 0 - 59

**Grading Components**

**Note:** The Unit runs from Monday to Sunday. All Unit work is due on the last day of the Unit, which is Sunday. The Quizzes and Assignments are due Sunday as well, but they are kept open until the following Sunday, to allow for those students who run into emergency conditions – giving birth, car crashes, death in immediate family, etc. Assignments and Quizzes not submitted by the following Sunday of the end of a

Unit will be graded as a 0.

### Weekly Assignments 13 total

Each week there will be one assignment due, usually a 2 – 3 page report. Link to the Assignments section of the courseroom for specific details of each Assignment. Each assignment is to be posted by the last day of the unit. Deductions will be made for late assignments.

### Weekly Quizzes 12 total

There will be a multiple choice quiz due each week, based on the text readings for the week. Link to the Test and Quiz section of the Courseroom for access to each quiz.

### Discussion Questions approx. 3 per week

Each week there will be at least 2 Discussion Questions posted on the Discussion Board. Students are to post their own reply by Thursday and to comment on at least two other student's postings per topic by Sunday night. Early posting of your primary reply is encouraged to provide the opportunity for others to then respond to your posting. Additional questions may be added as current events dictate

## Assignments and Participation

### **Assignments and Projects:**

#### **Schedule of Activities:**

Read Chapter 1  
Complete Unit 1 Assignment  
Complete Unit 1 Quiz  
Participate in Discussion Questions

Read Chapter 2  
Complete Unit 2 Assignment  
Complete Unit 2 Quiz  
Participate in Discussion Questions

Read Chapter 3  
Complete Unit 3 Assignment  
Complete Unit 3 Quiz  
Participate in Discussion Questions

Read Chapter 4  
Complete Unit 4 Assignment  
Complete Unit 4 Quiz  
Participate in Discussion Questions

---

Read Chapter 5  
Complete Unit 5 Assignment  
Complete Unit 5 Quiz  
Participate in Discussion Questions

Read Chapter 6  
Complete Unit 6 Assignment  
Complete Unit 6 Quiz  
Participate in Discussion Questions

Read Chapter 7  
Complete Unit 7 Assignment  
Complete Unit 7 Quiz  
Participate in Discussion Questions

Read Chapter 8  
Complete Unit 8 Assignment  
Complete Unit 8 Quiz  
Participate in Discussion Questions

Read Chapter 9  
Complete Unit 9 Assignment  
Complete Unit 9 Quiz  
Participate in Discussion Questions

Read Chapter 10  
Complete Unit 10 Assignment  
Complete Unit 10 Quiz  
Participate in Discussion Questions

Read Chapter 11  
Complete Unit 11 Assignment  
Complete Unit 11 Quiz  
Participate in Discussion Questions  
Read Chapter 12  
Complete Unit 12 Assignment  
Complete Unit 12 Quiz  
Participate in Discussion Questions

Read Assigned Articles  
Participate in Discussion Questions

### **Finals Week**

This is Finals week. While there is no final for this course, this provides a few extra days to turn in any missing work, take a missed quiz, etc.

### **Class Participation:**

### **Punctuality:**

---

## Course Ground Rules

## Guidelines for Communications

### Email:

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members

### Discussion Groups:

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of others ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.
- More information is available in this link to [discussion guidelines](#).

### Chat:

Chat is seldom used in RODP. If for some reason it is opened:

- Introduce yourself to the other learners in the chat session.
- Be polite. Choose your words carefully. Do not use derogatory statements.
- Be concise in responding to others in the chat session.
- Be prepared to open the chat session at the scheduled time.
- Be constructive in your comments and suggestion

### Web Resources:

- [Columbia Guide to Online Style](#) by Janice R. Walker and Todd Taylor
- Citation Styles Online <http://www.bedfordstmartins.com/online/cite6.html>

## Library

The [Tennessee Virtual Library](#) is available to all students enrolled in the Regents Degree Program. Links

to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading must be included in all courses.

### Plagiarism

#### What is Plagiarism?

Plagiarism is representing someone else's intellectual property as your own. You put yourself at risk of plagiarizing when you fail to adequately cite the original source material from which you took words and ideas.

### Students With Disabilities

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

### Syllabus Changes

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

### Technical Support

#### Telephone Support:

If you are having problems logging into the course, timing out of the course, using the course web site tools, or other technical problems, please visit the AskRODP Customer Support web page at <http://askrodp.custhelp.com/> or call the AskRODP Help Desk at 1-866-550-RODP **1-866-550-7637** (toll free) or go to the AskRODP website at: <http://askrodp.custhelp.com>