

**COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 282 - PRINCIPLES OF ECOMMERCE (3 CR.)**

Course Description

Studies online business strategies, and the hardware and software tools necessary for Internet commerce. Includes the identification of appropriate target segments, the development of product opportunities, pricing structures, distribution channels, and the execution of successful marketing strategies. Lecture 3 hours per week.

General Course Purpose

MKT 282 is a one-semester course designed to introduce students to critical e-commerce concepts and how they fit in with the 4-Ps of marketing. The course provides an opportunity to examine electronically reaching the customer through the process of providing goods, services, and information over the Internet. Skills covered will include EC applications used in B2C, B2B and intrabusiness transactions and processes. Instruction is geared toward those who want to be employed in the field of e-commerce and those entrepreneurs who want to start a new venture or move their business onto the Internet.

Course Prerequisites/Corequisites

An understanding of basic marketing, computer and business activities is desirable

Course Objectives

Upon successful completion of this course, the student will be able to:

- Define electronic commerce and discuss both its benefits and limitations
- Discuss the EC marketplace and market space.
- Describe how to apply the 4-P's of marketing to Internet strategies.
- Define how to market products, services and information on the Internet.
- Describe to B2C retailing and B2B ecommerce.
- Explain the roles and value of intermediaries in e-markets.
- Identify and illustrate how e-commerce communication can benefit an organization.

Major Topics to be Included

- Overview of electronic commerce – benefits & limitations
- E-Marketplaces structures and mechanisms
- Internet retailing products and services
- Internet consumer and market research
- Online promotion methods
- Business-to-business e-commerce
- EC applications
- Competition on the Internet
- Intermediaries in the e-marketplace
- Product pricing online
- Impact on business processes and organization
- E-supply chains
- Collaborative commerce and corporate portals
- Building good customer relationships

Optional Topics to be Included

- Creating a Web site