

MKTG A200: RETAIL E-COMMERCE MANAGEMENT

Item	Value
Curriculum Committee Approval Date	12/06/2024
Top Code	050970 - E-Commerce (Business emphasis)
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Study of the operations of an established E-Commerce retail business. Concepts of merchandising include buying, pricing, stock control, credit, credit control, omni-channel strategies, logistics, layout, customer service, marketing, and analytical software. Emphasis is on creation and management of an E-Commerce store. Enrollment Limitation: FASH A210; students who complete MKTG A200 may not enroll in or receive credit for FASH A210. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Perform a competitive SWOT analysis (strengths, weaknesses, opportunities, and threats) on several established e-Commerce sites.
2. Apply the concepts of buying, pricing, stock control, credit, credit control, logistics, layout, marketing, and analytical software to create an e-Commerce site.

Course Objectives

- 1. Analyze and describe various E-commerce platforms.
- 2. List careers and job skills in E-commerce.
- 3. Create a Wireframe.
- 4. Describe trends in E-commerce.
- 5. Analyze and differentiate Omnichannel pricing methods.
- 6. Research and compare site navigation strategies.
- 7. Design appropriate advertising and merchandising methods for a fashion e-Commerce site.
- 8. Perform a SWOT analysis (strengths, weaknesses, opportunities, and threats) for e-Commerce stores.
- 9. Identify artificial intelligence tools and trends used for E-commerce.
- 10. Analyze and compare e-Commerce and brick and mortar store concepts.
- 11. Demonstrate professional copywriting for all parts of a website.
- 12. Identify components of a retail website.
- 13. Demonstrate site categorization, attribution, and sorting strategies.
- 14. List pros and cons for global e-commerce strategies.
- 15. Examine customer service strategies for E-commerce selling.

- 16. Develop a website using current E-commerce platforms.
- 17. List and demonstrate tools for basic E-commerce analytics.

Lecture Content

By Michelle Craner Overview of fashion E-Commerce businesses Initial launches for major brands Comparative analysis with in fashion and other industries History and evolution of E-Commerce Careers in E-commerce E-commerce retail types Omnichannel retailing Global vs regional E-commerce strategies Relationship to marketing, design, and technology Customer Service Managing orders Customer Service tools Site Navigation UX Design Categorization Attribution Sorting Site Search Merchandising Managing an e-Commerce site Shipping Outsourcing Warehouse logistics Photography Copywriting Storing styles with multiple styles and colors Market research Demographics Primary and secondary sources Starting a business in global markets Target Marketing Design aspects of a fashion E-Commerce site Tell a story Virtual end-caps Merchandising in e-Commerce Current analytical software and strategies Buying and merchandise control E-Commerce method of inventory Resources for buying Trend analysis Analytic tools Pricing Establishing mark-ups Profit consideration Technology AI Enterprise Resource Planning Email Marketing Rewards Marketing and Advertising: Driving new customers to the site Rewards Search Engine Optimization tools Social Media Commerce Encouraging existing customers to purchase more items Encouraging existing customers to return and purchase Customer acquisition Customer Retention Promotions

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, class discussion and interaction, videos, online activities, case studies

Reading Assignments

Assigned reading from the text and current events from news sources. 1-2 hours per week.

Writing Assignments

Homework assignments, plans, and case studies will give students an opportunity to demonstrate appropriate writing skills that synthesize and apply course material. 2-3 hours per week

Out-of-class Assignments

Students will conduct research for competitive e-commerce businesses and analyze case studies. 2-3 hours per week.

Demonstration of Critical Thinking

Quizzes, examinations, outside assignments, and a research project

Required Writing, Problem Solving, Skills Demonstration

Homework assignments, plans, and case studies will give students an opportunity to demonstrate appropriate writing skills that synthesize and apply course material. Students will create a website using current programs. Students will write copy for the website.

Eligible Disciplines

Fashion and related technologies (merchandising, design, production):

Any bachelors degree and two years of professional experience,
or any associate degree and six years of professional experience.

Marketing: Masters degree in business administration, business
management, business education, marketing, advertising, or finance OR
bachelors degree in any of the above AND masters degree in economics,
accountancy, taxation, or law OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Friedman, Thomas. Thank You for Being Late, ed. Farrar,
Straus, Giroux, 2016 Rationale: This book describes the acceleration
of technology that has lead to the rise in E-commerce. 2. Required
Fashionary. The Fashion Business Manual, ed. Fashionary International
Ltd. , 2022