

MKTG G140: DIGITAL MARKETING AND ELECTRONIC COMMERCE

Item	Value
Curriculum Committee Approval Date	03/21/2017
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), • Pass/No Pass (B)

Course Description

This course examines digital marketing and electronic commerce (e-commerce), how they are conducted and managed, as well as major opportunities, limitations, issues, and risks. The course also explores e-commerce strategy, social and mobile marketing, online security, and developing an e-commerce presence in both business-to-consumer (B2C) and business-to-business (B2B) models. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Define digital marketing and e-commerce.
3. Employ the elements of designing, developing, and analyzing an e-commerce website.
4. Evaluate digital marketing performance for both B2C and B2B companies.

Course Objectives

- 1. define digital marketing and electronic commerce and describe its various categories.
- 2. describe different methods for digital marketing including web marketing, online advertising, search engines, e-mail marketing, and social media.
- 3. distinguish between electronic markets and describe the benefits as well as limitations to organizations, consumers, and society.
- 4. describe and discuss the framework of digital marketing and electronic commerce and analyze the forces that drive its widespread use.
- 5. recognize the changes and discuss the impact of digital marketing on both marketing and overall business strategy.

Lecture Content

Foundations of digital marketing and electronic commerce Definitions and content Driving forces Strategies Benefits and limitations Impact

on overall marketing and business Digital marketing and electronic commerce systems Market research Online consumers Advertising Business-to-consumer (B2C) models Business-to-business (B2B) models Intranet and extranet Social media websites Retail industry implications Implications for small businesses Technological infrastructure for digital marketing and electronic commerce applications Web page creation Web programming and development Desktop and laptop interactivity Mobile device interface Dynamic data accessing Software agents Digital marketing and electronic commerce implementation and support Electronic payment systems Online security Legal aspects and issues Privacy concerns Economic and global issues Components of digital economics Competition in the marketplace Industry impact and best practices

Method(s) of Instruction

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

Reading Assignments

Textbook Other readings as assigned

Writing Assignments

The student will utilize online tools and websites such as Weebly, Google, Facebook, Twitter, as well as other available resources provided by the Library.

Out-of-class Assignments

Exercises, problems, case studies, discussions, research studies, projects, etc.

Demonstration of Critical Thinking

The student will analyze issues related to digital marketing and electronic commerce, develop alternative solutions, select appropriate actions, and justify actions accordingly.

Required Writing, Problem Solving, Skills Demonstration

The student will utilize online tools and websites such as Weebly, Google, Facebook, Twitter, as well as other available resources provided by the Library.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, 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. 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 Laudon, Kenneth C.. E-Commerce 2016: Business, Technology, Society, 12th ed. Pearson, 2017 Legacy Textbook Transfer Data: