



MAR - 6 2001

Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: School of Business

Program: Marketing Management

Option: Direct Response Marketing

MKTG 4424**Electronic Commerce****Start Date:** April 09, 2000**End Date:** June 1, 2000**Course Credits:** 1.5**Term/Level:****Total Hours:** 18**Total Weeks:** 6**Hours/Week:** 3**Lecture:** 2.0**Lab:** 1.0**Shop:****Seminar:****Other:****Prerequisites:**

Successful completion of Term 3 and:

*** is a Prerequisite for:****Course No. Course Name**

MKTG 4422

MKTG 4423

Course No. Course Name*Multitask Feb 14/01***Course Calendar Description**

Details the development of an online business to sell products or services through the Internet. Shows how to use key technologies to develop a virtual store environment. Topics covered include: Internet financial transactions; electronic cash; pricing, promotion and distribution challenges unique to online marketing; uncontrollable factors impacting on an online business and shopping cart technologies for building an Internet shopping environment.

Course Goals

Students will be able to:

- Understand the obstacles, success factors and rewards of selling a Company's products and services on-line. Be able to discuss the key technologies as drivers of on-line Commerce. Analyze and critique existing Electronic Commerce web sites and be able to make suggestions to help improve the overall E-commerce goals of the site in terms of sales, customer relationship marketing, repeat business and customer retention.
- Demonstrate an understanding of Electronic Commerce terms and acronyms.
- Articulate the key Electronic Commerce strategies and how to integrate these into a traditional marketing plan.
- Understand the most popular E-commerce business models such as those found in Portals, E-tailors, Application Service Provider and Auction models.

Note: Dates to remember this spring are: No classes scheduled for Monday April 16, 2000.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.**

Electronic Commerce – MKTG 4424

Wk	Course Module	Key Elements	LAB Component
1 Apr 09	Course Overview E-Commerce and Related Concepts Latest e-Commerce Trends in the Global Economy	<ul style="list-style-type: none"> • Introduce course outlines • 3Cs on the Internet • E-Commerce • I-Commerce • M-Commerce • C-Commerce • Latest trends in Canada, US, Asia, Europe, and World 	LAB: Case studies and class discussion
	EASTER HOLIDAY		
2 Apr 23	E-Commerce Models and Web Development Process E-tailing Portal Sites	<ul style="list-style-type: none"> • Integrate business and technical infrastructures for any e-commerce model • Shopping / e-Tailing sites • Portals vs. Vertals • Online Communities • Shopping Carts • Shipping and Distribution • Distribution Conflicts 	LAB: Individual presentations
3 Apr3 0	E-Commerce and Financial Transactions	<ul style="list-style-type: none"> • Online Credit Card Transactions • Batch vs. Real Time Processing • Fee Evaluations • Currency • Online Trading 	LAB: Individual presentations
4 May 07	ASP Models: Challenges and Opportunities	<ul style="list-style-type: none"> • Application Service Provider (ASP) models • Pros and Cons for Business • Pros and Cons for End-users • Auction sites • Barter or Business Exchange Sites 	Mini Quiz at the beginning of the class LAB: Individual presentations
5 May 14	Emerging Marketing and E-Commerce Technologies on the Internet	<ul style="list-style-type: none"> • Wireless and Handheld Devices • Video On Demand • Web-casting • Real Time Voice and Video • Customer Service and Support on the Internet • Future e-Commerce Trends • How can you take advantages of these trends to make profits or maximize your company performance? 	LAB: Individual presentations

6 May 28	Group Presentations	<ul style="list-style-type: none"> Discuss the Key SUCCESS factors in the e-Commerce field 	Group Project is DUE in lecture
	Class Discussions		LAB: Group Project Presentations
	Course Summary		Guest Speaker(s)

Student Evaluation Elements

		%
1	Class Participation	10 %
2	Mini Quiz	15 %
3	Individual Assignment	15 %
4	Group Project	30%
5	Final Exam	30%
Total		100 %

Course Learning Outcomes/Competencies

Understand the key concepts of Electronic Commerce and be able to discuss the pros and cons of and web site that sells products and / or service on-line with the marketing manager of any company (or future employer).
Understand the relevant Technologies that impact Electronic Commerce.

Assignment Details

Mini Quiz

- A quiz on terms and definitions (30 MCs)

Individual Assignment

- A 5-page assignment on any e-commerce topic
- Present to the class during one of the labs (10 min. presentation and 2 min. for Q&A)

Group Project (Groups of three or four students)

- Prepare an extensive project with various e-commerce applications in the real business world
- Approach your company or other potential clients and propose an e-commerce projects
- Complete the project with a final oral presentation in the lab (10 min. presentation and 5 min. for Q&A)

E-Commerce Project Possibilities:

- Build your business with e-commerce capability.** You may help a company to develop its Internet Marketing Strategies and design their e-Commerce infrastructure based on its existing business.
- Improve the existing e-commerce model.** You may analyze the current e-commerce model and recommend new business and technical changes in order to maximize your client's profit potential.
- Provide a CRM solution for your client.** You may help a client to develop a new CRM solution and provide a list of recommendations on how data mining can be carried out within the company.
- Develop a new ASP model.** You may develop a brand new ASP model and provide a project development planning with schedule and specifications.
- Research a new e-commerce opportunity.** You may discover a new auction site or a new international trading site that your client would like to develop. Analyze the internal and external factors and provide a list of recommendations.

Final Exam

- An exam with 60 MCs and some short questions (3 hours)