

**J. Sargeant Reynolds Community College**  
**Course Content Summary**

**Course Prefix and Number:** MKT 282

**Credits:** 3

**Course Title:** Principles of E-Commerce

**Course Description:** Studies on-line 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 execution of marketing strategies. Lecture 3 hours per week.

**General Course Purpose:** With the explosive growth of the Internet, businesses are moving a majority of their marketing online. The Internet and other information technologies have created many interesting and innovative ways to provide customer values. Web sites for marketing communication and customer support are an integral part of marketing strategies in today's online environment. Communicating via social media, social networks (such as Facebook and LinkedIn), and online communities (such as You Tube, Twitter, etc.) give businesses the opportunity to reach customers globally.

**Course Prerequisites and Co-requisites:**

None

**Student Learning Outcomes:**

Upon completing the course, the student will be able to

- a. Comprehend the e-marketing concept: e-business models, performance metrics, and role of strategic planning using digital means;
- b. Describe several technological, legal, and ethical issues regarding Internet use;
- c. Identify how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's e-marketing strategy; and
- d. Evaluate customer relationship management (CRM) strategies using Internet technology.

**Major Topics to Be Included:**

- a. e-Marketing environment
- b. e-Marketing today, past, and future
- c. e-Marketing and performance metrics
- d. Overview of global e-marketing issues
- e. Ethical and legal issues in e-marketing
- f. The e-marketing plan that includes: e-Marketing research, e-Marketing management, and e-Marketing strategies

**Date Created/Updated** (Month, Day, and Year): January 18, 2019