

American College Dublin

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IB307 E-COMMERCE AND INTERNET MARKETING

Credits:	6
Credit level:	Stage two
Prerequisites:	IB204
Mandatory:	Yes
Contact hours:	36
Academic Year:	2016/17
Semester:	2
Lecturers:	Mr. John O'Brien

MODULE DESCRIPTION

An introduction to the basic concepts of e-commerce and the technology it employs. Topics covered include the unique business models it has created and the phenomena of internet marketing. Students will become familiar with internet fundamentals and ultimately create a web site encompassing the principles of successful e-commerce business models.

INTENDED LEARNING OUTCOMES

At the end of this module students will have:

1. A detailed knowledge and understanding of the foundations of e-commerce.
2. An appreciation of the technology infrastructure that forms the foundation of all e-commerce.
3. The ability to recognise and understand the business concepts and social-legal issues that surround the development of e-commerce.
4. The capacity to demonstrate a mastery of web authoring and multimedia design in terms of research, marketing and sales of a particular product or service.
5. The ability to act in variable learning environments and have the ability to enhance modern business strategy with internet fundamentals.
6. An extensive up-to-date knowledge and understanding of the real-world e-commerce experiences in retail and services, online media, auctions, portals, and social networks.

TEACHING METHODS

Lectures, exercises, assignments, readings and group discussions based on various aspects of E-commerce and the technology it employs.

LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	Sections 1-8	Lectures, readings, class exercises and discussions.	Class exercises, assignments, exam and participation
2	Sections 3-5	Lectures, readings, class exercises and discussions.	Class exercises, exam and participation.
3	Sections 6-8	Lectures, readings, class exercises and discussions.	Class exercises, exam and participation.
4	Sections 3-8	Lectures, class exercises and discussions.	Class exercises, assignments, exam and participation.
5	All sections	Lectures, readings, class exercises and discussions.	Class exercises, exam and participation.
6	Sections 9-12	Lectures, class exercises and discussions.	Class exercises, assignments, exam and participation.

COURSE OUTLINE

Foundation of e-commerce

1. Introduction to e-commerce
2. E-commerce business models and concepts

E-commerce infrastructure

3. The internet and world wide web: e-commerce infrastructure
4. Building an e-commerce web site
5. Online security and payment systems

Internet marketing

6. E-commerce marketing concepts
7. E-commerce marketing communication
8. Ethical, social and political issues in e-commerce

E-commerce in action

9. Online retailing and services
10. Online content and media
11. Social networks, auctions and portals
12. B2B e-commerce: supply chain management and collaborative commerce

WEIGHTING

25%

30%

25%

20%

RECOMMENDED TEXT

Chaffey, Dave (2011), *E-business & E-commerce Management*, Prentice Hall, 5th Edition

SUPPLEMENTARY READING LIST

Laudon, Kenneth and Traver, Carol (2012), *E-commerce 2012*, Pearson, 8th edition

Elias M. Awad, (2006) *Electronic Commerce, From Vision to Fulfilment, 3rd edition*

Chapman, Nigel and Chapman, Jenny (2007) *Digital Media Tools, 3rd edition*

Castro, Elizabeth (2000), *HTML for the World Wide Web*, Peachpit Press

Hofaker, Charles (1999), *Internet Marketing, Digital Springs*
Jelassi, Tawfik and Enders, Albrecht (2005), *Strategies for E-Business- Creating Value through Electronic and Mobile Commerce*, Prentice Hall
McGrath, Mike (2001), *HTML in 4 Easy Steps*, Computer Step
Curtis & Cogham (2002), *Business Information Systems*, Ft Prentice Hall, 4th edition

ASSESSMENT / GRADING

The following must be completed satisfactorily by any student undertaking the standard assessment of the course.

Assignment: This is group project requires students to design a simple business web site consisting of at least four linked pages. They will present a report describing the key features of their business model and a demonstration of the site.

Exam: The examination consists of a series of interrelated questions based on the lectures.

Assessment will take the form of:

Assignment	50%
Final Exam	<u>50%</u>
Total	100%

Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at:

<http://www.hetac.ie/docs/Fina%20English%20Assessment%20and%20Standards%202009.pdf> (page 21).

ATTENDANCE

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

ACADEMIC DISCIPLINE

Refer to the subsection on Academic Discipline in the current ACD Catalogue and the QA Manual.