

**SEWARD COUNTY COMMUNITY COLLEGE
COURSE SYLLABUS**

I. TITLE OF COURSE: BA1273- E-Commerce: Marketing on the Internet

**II. COURSE DESCRIPTION: 3 credit hours
3 credit hours of lecture and 0 credit hours of lab per week.**

This course is designed to provide competency-based instruction on the concepts of e-commerce and the promotion of a business on the Internet. Web page design and the techniques needed to create an effective web page will be explored. Data obtained from the web page will be merged onto a promotional brochure that is designed by the student. Software will include Microsoft FrontPage, Access, and Publisher 2000.

For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

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Pre-requisite: NA

III. PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:

Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers

IV. TEXTBOOK AND MATERIALS:

Textbook selected when course is offered

V. SCCC OUTCOMES

Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.

- 1: Read with comprehension, be critical of what they read, and apply knowledge gained to real life
- 2: Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
- 4: Demonstrate mathematical skills using a variety of techniques and technologies.
- 5: Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information

VI. COURSE OUTCOMES:

Upon satisfactory completion of the course competencies (passing grade) the student should be able to:

- Examine the practice and theories of e-commerce.
- Evaluate the techniques of web page design
- Utilize the basic principles of Microsoft FrontPage and Publisher
- Design and create an effective and well-organized web page.
- Design and create a direct mail advertising piece.
- Merge the data gathered from the web page form onto direct mail piece.
- Apply skills to real world case simulations and local businesses.

VII. COURSE OUTLINE:

1. Internet and Business; Electronic Commerce
2. Personal and Business Services Online
3. Buying Online
4. Security and Privacy Issues
5. Doing Business on the Web
6. Internet Marketing
7. Digital Advertising
8. Global E-Commerce
9. Analyzing Commercial Web Sites
10. Developing a Web Site
11. Adding Images, Frames, and Tables
12. Managing the Web Site
13. Creating the Direct Mail Publication
14. Merging the Database

VIII. INSTRUCTIONAL METHODS:

Class discussions and demonstrations using handouts, videos, transparencies, projected graphical material.

Presentations using computer projector.

Hands-on lab exercises/projects inside and outside of the classroom.

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

Instructor □textbook

Instructor computer workstation

Microsoft FrontPage 2000

Microsoft Access 2000

Microsoft Publisher 2000

X. METHODS OF ASSESSMENT:

Hands-on and written evaluations of projects

Outcome #1 Read with comprehension, be critical of what is read, and apply knowledge gained from reading to broader issues of the day. Assessment: Students will be assigned reading in two textbooks. They will apply the information by performing the tasks assigned.

Outcome #2 Communicate ideas clearly and proficiently in writing and speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.

Assessment: Students will communicate with the owner of the organization, analyzing the target market, the electronic needs, designing a web page and direct mail piece in order to satisfying the customer.

Outcome #4 Think critically by gathering facts, generating insights, analyzing data, and evaluating information. Assessment: Students will be responsible for the complete design and evaluation of the electronic commerce of the business, the web page and the brochure.

Outcome #5 Utilize current technology relevant to respective disciplines. Assessment: Students will utilize the computer lab, including the digital cameras, scanners, computers and software.

XI. ADA STATEMENT:

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students

should identify themselves to the Dean of Students at 620-417-1106 or going to the Student Success Center in the Hobbie Academic building, room 149 A.

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