

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

**Course Prefix and Number: MKT 282**

**Credits: 3**

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

**Course Description (including lecture hours, lab hours, total contacts)**

Studies the culture and demographics of the Internet, 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 over the Internet, and the execution of marketing strategy in computer-mediated environments. Presents case histories of successful Web applications. Lecture 3 hours per week.

**General Course Purpose**

It is impossible to ignore the importance of electronic commerce in today's business Environment. Electronic commerce has reshaped existing businesses, created new marketing opportunities, and changed the face of competition. Current business models are no longer adequate resources for the contemporary corporate manager or business entrepreneur. It is imperative that students have an understanding of accepted electronic commerce terminology, various electronic business models, and the changing expectations of their customers.

**Course Prerequisites/Corequisites** (*Entry-level competencies **required** for enrollment*)

None

**Course Objectives** (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- a. Plan, design and evaluate Websites.
- b. Launch an e-business from scratch.
- c. Select what technology is needed for doing business on the Web.
- d. Market products.
- e. Identify ethical and legal factors to consider.
- f. Ensure the security and integrity of data traffic through encryption, firewalls, and other electronic devices and softwares.
- g. Understand the importance of relationships between a business and the technology that runs a business on the Internet.

**Major Topics to be Included**

- a. Introduction of E-Commerce ad E-Marketplaces
- b. Internet Consumer Retailing
- c. Business-to-Business E-Commerce
- d. E-Commerce Support Services
- e. Launching a Business on the Internet
- f. Designing Websites
- g. Legal, Ethical, and Societal Impacts on E-Commerce
- h. E-Security
- i. Intranets and Extranets

**Effective Date of Course Content Summary:** September 9, 2008