

MKTG G140: DIGITAL MARKETING AND ELECTRONIC COMMERCE

Item	Value
Curriculum Committee Approval Date	05/07/2024
Top Code	050970 - E-Commerce (Business emphasis)
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course examines digital marketing and electronic commerce (e-commerce), how they are conducted and managed, as well as major opportunities, limitations, issues, and risks. The course also explores e-commerce strategy, social and mobile marketing, online security, and developing an e-commerce presence in both business-to-consumer (B2C) and business-to-business (B2B) models. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Define digital marketing and e-commerce.
3. Employ the elements of designing, developing, and analyzing an e-commerce website.
4. Evaluate digital marketing performance for both B2C and B2B companies.

Course Objectives

- 1. Describe the framework of digital marketing and e-commerce.
- 2. Examine different methods for digital marketing including web marketing, online advertising, search engines, e-mail marketing, and social media.
- 3. Distinguish between electronic markets and describe the benefits as well as limitations to organizations, consumers, and society.
- 4. Discuss the impact of digital marketing on both marketing and overall business strategy.
- 5. Analyze the forces that drive the widespread use of e-commerce.
- 6. Evaluate the elements of the digital marketing macro-environment and micro-environment.
- 7. Design a mini website with a shopping cart using website builders such as Weebly or Wix.
- 8. Explain the importance of search engine optimization (SEO).

Lecture Content

Foundations of digital marketing and e-commerce Definitions and content Driving forces Strategies Benefits and limitations Impact on overall marketing and business Digital marketing and e-commerce systems Market research Online consumers Advertising B2C models B2B models Intranet and extranet Social media websites Retail industry implications Implications for small businesses Technological infrastructure for digital marketing and e-commerce applications Web page creation Web programming and development Desktop and laptop interactivity Mobile device interface Dynamic data accessing Software agents SEO Digital marketing and e-commerce implementation and support Electronic payment systems Online security Legal aspects and issues Privacy concerns Economic and global issues Components of digital economics Competition in the marketplace Industry impact and best practices

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Reading Assignments

Textbook and other readings as assigned.

Writing Assignments

Problem solving exercises and case studies pertaining to digital marketing and e-commerce.

Out-of-class Assignments

Discussions, research studies, projects, etc.

Demonstration of Critical Thinking

Students will analyze trends and issues related to digital marketing and e-commerce, develop alternative solutions, and select and justify actions accordingly.

Required Writing, Problem Solving, Skills Demonstration

Students will utilize online tools and websites such as Weebly, Wix, Wordpress, Google, Facebook, Twitter, as well as other available resources provided by the Library.

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Management: Master's degree in business administration, business management, business education, marketing, public administration, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Laudon, K.C. E-Commerce 2021: Business, Technology, and Society, 16th ed. Pearson, 2021 Legacy Textbook Transfer Data: