CISC 1530 [3.2] Electronic Commerce
3 hours; 3 credits

How the Internet can be used to conduct business. Topics covered include: Internet hardware and software, tools and technologies for creating a Web site, characteristics of successful Web sites, new technologies, the future of the Internet, Web communication strategies, security issues, legal and ethical issues, Internet information services, data mining, global E-commerce. Case studies of successful E-commerce businesses will be examined. This course is the same as BUSN 3120 [formerly Business 31.5].

Textbook


Syllabus

1. **Introduction to e-commerce**
   Business models, marketing plan, high-involvement and low-involvement products, hierarchy of effects, the Web and the economy

2. **E-business technology**
   Bandwidth, last-mile lines, role of an ISP. Web hosting

3. **Internet user characteristics and behavior**
   Diffusion of innovations, measuring the size of the Internet, market segmentation, psychographics

4. **Online research**
   Ways to measure site traffic, online marketing research, ethics of online research, site rating services, strategic value of customers. data mining, stages of new product development, ways to measure attitude toward the site

5. **Web Searches**
   Open text search, subject tree search, metasearches

6. **The Product**
   Positioning, branding strategies, domain names.

7. **Pricing on the Web**
   Online pricing strategies, smart pricing, versioning
8. Distribution Channels
E-business distribution system, payment, security, power relationships among channel members. storefront hosting services

9. Communication
AIDA model, online ad measurement service, Internet advertising models, public relations, sales promotions, the Net as an advertising medium, banner ads, interstitials, sponsorships, audience measurement

10. Security
Consumer security, business security, cryptography, encryption and decryption, digital signatures, digital certificates

11. Relationship marketing
Customer relationship management, Internet strategies facilitating relationship marketing

12. Political, legal, and ethical environment
Copyrights, trademarks, patents, consumer privacy, employee privacy, social benefits of the Web.

13. E-business management
Leadership, organization culture, organizational learning, knowledge management, telecommuting, restructuring, organization positions.

14. Internet marketing plan

Bibliography

2. *e-Business & e-Commerce*, By Deitel, Deitel, & Nieto; Prentice Hall Publishers, 2001. (more technical than 1. above and text includes HTML, java script, XML, etc.)