

## **E-Commerce Marketing**

**MMT 2313**

**COURSE TITLE:** E-Commerce Marketing

**INSTRUCTOR:** **Dr. Joshua Carroll** – Business & Marketing Management Technology

Office location: 119

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Office Hours: by appt. or online anytime

**COURSE DESCRIPTION:** This course introduces the fundamental opportunities & challenges associated with E-Commerce activities. Topics include: Designing the user interface, web security, electronic payment systems, promotion, and legal issues involved in creating a functioning on-line business.

**PREREQUISITES:** None

**SEMESTER CREDIT HOURS:** 3

**REQUIRED TEXT:** Principles of Internet Marketing 1<sup>st</sup> ed. by Jason Miletsky

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### **STUDENT LEARNING OUTCOMES:**

1. Examine marketing strategies involved in E-Commerce.
2. Compare the relationships between the World Wide Web/Internet and E-Commerce.
3. Critique the marketing issues related to business.
4. Explain purchasing & business support activities as they relate to E-Commerce.
  
2. Explore E-Commerce challenges.
3. Evaluate web promotion sites.
4. Critique effective web sites.
5. Assess usability testing in web site design.
6. Analyze security protection techniques.
7. Compare electronic payment systems.
8. Examine international, legal, & ethical issues as they relate to E-Commerce.
9. Discuss privacy issues as they relate to E-Commerce.

## **GRADING POLICY:**

Grades for this course will follow the standards published in the EMCC Catalog.

A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

## **CLASS ATTENDANCE**

All students are expected to attend class. If circumstances require an absence, then students should note that all absences are either excused or unexcused. Excused absences are those incurred when students miss class due to personal illness, family death, inclement weather, officially representing the college, serving on jury duty, participating in military activities, or fulfilling approved legal requirements. All excused absences must be verified through proper documentation. Up to 20% of classroom work may be made up within a reasonable time frame for excused absences. Absences for reasons other than those defined above shall be considered unexcused.

Students who enter a class meeting late during the first 10 minutes will be counted as tardy. Three tardies constitute an unexcused absence. Students who enter a class meeting later than 10 minutes will be assigned an unexcused absence. Likewise, students who leave a class meeting early without the approval of the instructor will be assigned an unexcused absence.

A student will be administratively withdrawn with the instructor notifying the appropriate Office when the total number of unexcused absences per week exceed two for a class that meets once per week or for an intensive class, four for a class that meets twice per week, six for a class that meets three times per week, eight for a class that meets four times per week, ten for a class that meets five times per week, and as prescribed by the nature of other courses not covered above.

Students enrolled in Career & Technical Education programs should be aware that most of these programs have additional attendance requirements that are outlined in the respective program guidelines or syllabi.

A student who is administratively withdrawn due to excessive unexcused absences prior to the posted withdrawal date on the academic calendar will be assigned a grade of "W." A student who is administratively withdrawn after the posted withdrawal date will be assigned a grade of "WF." A student who wishes to appeal an administrative withdrawal due to excessive unexcused absences must do so in writing to the appropriate dean within one week of the withdrawal date.

Some career and technical programs must adhere to strict attendance standards required by the state of Mississippi for certification. For these attendance policies, please see the program or departmental handbooks or syllabi.

## **HONESTY POLICY:**

A hallmark of any profession is integrity and honesty. Academic honesty is expected of all students; therefore, students are expected to accomplish their own individual work. Academic misconduct includes, but is not limited to, deceptive acts such as the following:

1. plagiarizing from any source
2. cheating in any manner on tests, papers, reports, etc.
3. turning in work as their own when, in fact, it was not their work
4. improperly using technology
5. stealing, buying, or selling course materials
6. either impersonating another student during a test or having another

person assume one's identity during a test

1. deliberately conveying false or misleading information
2. reusing some or all of a paper written for previous or other courses (self-plagiarizing)

### **Disability Services**

East Mississippi Community College seeks to comply with the letter, intent and spirit of Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. Section 504 and ADA require institutions not to discriminate against students with disabilities and to make all offerings and programs of the College accessible. East Mississippi Community College provides reasonable accommodations for students with disabilities through Disability Support Services (DSS). DSS verifies eligibility for accommodations and works with eligible students who have self-identified and provided current documentation.

Students should schedule an appointment with the designated DSS staff member on their respective campus to establish a plan for reasonable accommodations and services.

Scooba Campus: Maggie Dale (662) 476-5048 or (662) 476-5000  
Golden Triangle Campus: Cathy Kemp (662) 243-1979 or (662) 243-1900

### **Testing Policy**

All exams, tests and quizzes will be proctored with no tolerance for cheating. There are exceptions to this standard only at the discretion of the instructor.

### **METHODS OF INSTRUCTION:**

The methods of instruction used for this course may include any or all of the following:

1. Lecture/discussion
2. Classroom assignments
3. Outside assignments

4. Research

**EVALUATION TOOLS:**

Evaluation tools used for this course may include any or all of the following:

1. Classroom assignments
2. Attendance
3. Tests & Final Exam
4. Project

**REQUIRED EQUIPMENT/MATERIALS/SUPPLIES:**

Students are responsible for their own calculators, notebooks, folders, pens/pencils, and any other material needed to complete assignments and projects.

**EVALUATION:**

Mid-Term Exam	20%
Final Exam	40%
Project	10%
Participation/Att.	10%
Quizzes	20%

**STATEMENT OF AUTHORITY:**

The instructor reserves the right to remove from the classroom any student whose conduct is disruptive to the learning process.

**OFFICE HOURS:**

TBA

**TRANSFER CREDIT:**

Transfer of this course is dependent upon individual institution transfer policy.

**ADDITIONAL POLICIES:**

See the Business & Marketing Management Technology Class Policies handout.

**East Mississippi Community College is committed to assuring that the College and its programs are free from discrimination and harassment based upon race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, gender identity, genetic information, status as a U.S. veteran, or any other status protected by state or federal law**

The following person has been designated to handle inquiries regarding the non-discrimination policies:

Theresa Harpole  
District Director of Human Resources  
P.O. Box 158 Scooba, MS 39358  
662-476-5274 tharpole@eastms.edu