

IT 247: E-Commerce and Internet Marketing

Credits: 3

Lecture Hours: 48

Course Objectives:

The main objective of this course is to provide knowledge of different concepts of e-commerce and internet marketing to students. After completing this course, students will be able to

- Understand different types of e-commerce and its importance to organizations,
- Know about different e-commerce business models,
- Understand technology infrastructure for e-commerce,
- Know the process of building e-commerce applications,
- Understand security threats and solutions to e-commerce transactions,
- Know different payment systems for e-commerce and
- Learn different concepts Internet marketing and learn to use different digital marketing tools available.

Course Description:

This course covers different concepts of e-commerce including introduction, business models, technology infrastructure, building e-commerce applications, e-commerce security and payment systems. This course also covers different concepts of concepts internet marketing.

Course Details

Unit 1: Introduction to E-Commerce

4 LHs

What is E-Commerce? Importance of E-Commerce; E-Commerce vs. E-Business; Technology Building Blocks; Unique Features of E-Commerce; E-Commerce Types; Understanding E-Commerce: Organizing Themes.

Unit 2: E-Commerce Business Models and Concepts

8 LHs

E-Commerce Business Models; Major Business-to-Consumer (B2C) Business Models; Major Business-to-Business (B2B) Business Models; How E-Commerce Changes Business: Strategy, Structure, and Process.

Unit 3: E-Commerce Infrastructure

6 LHs

The Internet: Technology Background; Internet Infrastructure and Access; The Web; Features and Serves of Internet and Web; Mobile Apps.

Unit 4: Building an E-Commerce Presence: Websites, Mobile Sites, and Apps

8 LHs

Imagine Your E-Commerce Presence; Building an E-Commerce Presence: A Systematic Approach; Choosing Software and Hardware; E-Commerce Site Tools; Building Mobile Website and Mobile Applications.

Unit 5: E-Commerce Security and Payment Systems**10 LHs**

E-Commerce Security Environment; Security Threats; Technology Solutions; Management Policies, Business Procedures, and Public Laws; E-Commerce Payment Systems.

Unit 6: Internet Marketing**12 LHs**

Introduction to Digital Marketing; Importance of Digital Marketing; SEO; On-Page and Off-Page Optimization; Concepts of Pay-Per-Click (PPC) Advertisement, Digital Display Advertising, E-Mail Marketing, Social Media Marketing, Mobile Marketing, and Web Analytics.

Laboratory Works:

The laboratory work includes developing an e-commerce web application and learning to use different digital marketing tools such as Google Ads, Google Search Console, Google Keyword Planner, Google Analytics, Social Media Analysis tools etc.

Suggested Reading

Kenneth C. Laudon and Carol Guercio Traver, E-Commerce: Business, Technology, and Society, 17th Edition, Pearson, 2023.

Ian Dodson, The Art of Digital Marketing, Wiley, 2016.