Course Description

Overview of the paradigm for business transactions. Focuses on electronic transactions and exchanges among businesses, targeting infrastructure providers as they converge for the purchase and sale of goods, services, ideas, and information over the Internet.

Prerequisites

None

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Define Internet marketing.
2. Outline Internet marketing methodology.
3. Define and describe Moore’s Law.
4. Demonstrate how digitizing works.
5. Explain the global matrix.
6. Discuss how to market with networks.
7. Explain the Dell triangle and customer-centered online marketing.
8. Define and discuss closed loop marketing.
9. Identify the consumer benefits of personalization.
10. Discuss traffic through visibility (domain branding, managing your portal presence).
12. Discuss the power of pricing.
14. Describe the pace of e-commerce.
15. Discuss online marketing costs and online commerce statistics.
17. Identify legal issues for net marketers.
18. List organizational goals of Internet-based marketing firms.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Topical Outline

**Unit I:** Introduction and The Digital World

**Unit II:** Networks and Individuals Online
Course Structure

1. Summary of Course Unit: summarizes key issues in the assigned chapters and is supplemented with additional readings or Internet sources to provide broader subject matter application and professional relevance.
2. Unit Learning Objectives: Details are available in each course unit.
3. Key Terms: are available with page references in each unit.
4. Reading Assignments: include approximately 1-4 textbook chapters in each course unit.
5. Unit Assessments: contain both objective and subjective type questions. Students are required to take unit assessments at the completion of each unit. Objective type assessments may include multiple choice, multiple answer, matching, ordering, etc.
6. Research Paper: Information and specifications regarding this assignment are provided below.

Research Paper

Select a topic that interests you and is related to the contents of this course. Write a 10 - 12 page scholarly paper (excluding the title page, bibliography and appendices) on this topic. Please supply your professor an outline of this paper, prior to starting it. In addition to your primary text, you are required to use a minimum of five additional references from professional journals and books to produce your scholarly paper. The paper will need to be in MS Word or Rich Text File (RTF) format.

CSU requires that students use the APA format in writing course papers. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed.

Submitting Course Papers

Once you have completed your research paper project, submit your completed research paper by uploading it through the “view/complete” link under the Research Paper tab in Unit VIII. Do not e-mail your paper directly to your professor. By using the Research Paper tab, your university record will automatically be updated to indicate you have submitted your paper and the paper will be provided to your professor for grading. Instructions for submitting your assignment can be found under the Research Paper tab in Unit VIII.

CSU Grading Rubric For Papers/Projects

A document titled “CSU APA Guidelines Summary” is available for you to download from the Writing Resources Link found in the Student Resources area of the MyCSU Student Portal. This document provides links to several Internet sites that provide comprehensive information on APA formatting, including examples and sample papers. Please make certain your paper complies with the requirements outlined in this document before submitting your paper.

The research paper will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria specified in the project directions. To view the rubric, click the link below.

Grading

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<thead>
<tr>
<th>Unit Assessments (8 @ 10%)</th>
<th>= 80%</th>
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<tbody>
<tr>
<td>Research Paper</td>
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<tr>
<td>Total</td>
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