

GEORGIA COLLEGE & STATE UNIVERSITY COURSE SYLLABUS

Ecommerce

Semester:	Spring	Year:	2018
Course Title:	Ecommerce	Course #:	MMIS 6505
Instructor:	Dr. Bryan Marshall	Office:	ATK 306
E-Mail:	bryan.marshall@gcsu.edu	Office Hours:	
Phone:	478-445-2137		
Class Time:	R 5:30 – 8:15 pm		
Classroom:	Online		

Catalog Description

Examination of electronic commerce in a global market. Course includes strategies for electronic commerce, Web-based electronic commerce opportunities, Web site design and evaluation, and technology and supporting applications.

Course Outcomes

Each student will:

1. Gain a complete, concise introduction to electronic commerce.
2. Understanding both the technological and business topics related to electronic commerce.
3. Have integrated coverage of EDI and supply chain management topics.
4. Be able to address security, implementation, ethics, and legal issues in electronic commerce.
5. List the different ways to conduct business in a global market.

Grading (550 pts)

A	495 – 550 pts
B	440 – 494 pts
C	385 – 439 pts
D	330 – 384 pts
F	Less than 329

I do not take late work. Submit what you have done and I will grade it.

Desire2Learn

The class assignments/grades are managed through D2L.

ALL OF YOUR ASSIGNMENTS WILL BE UPLOADED AND GRADED ON D2L!!!

Common Syllabus Requirements

All common statements for this syllabus are found at

<http://www.gcsu.edu/business/docs/GCRequiredSyllabusStatements.docx>

Date	Topic Covered	Assignments
1/18	(1) Overview of Course (2) WordPress and (3) Siteground	
1/25		
2/1	(4) Website Design and (5) Services vs Products	WordPress Assignment (100 points)
2/8		
2/15	(6) Content and (7) Branding	
2/22		
3/1	(8) Google and (9) Search Engine Optimization	Content Assignment (100 points)
3/8		
3/15	(10) Product Development and (11) Affiliate Marketing	
3/22	Spring Break	
3/29	(12) Social Networking and (13) Shopping Carts	Product Development Assignment (100 points)
4/5		
4/12	(14) Payment Systems, (15) Fraud, and (16) Digital Downloads	
4/19		SEO Assignment (100 points)
4/26	(17) Shipping, (18) Inventory and (19) Listing Tools	
5/3		Social Networking Assignment (100 points)
5/10	Final Presentations (50 points)	

Required Textbooks

How to Write Great Blog Posts That Engage Readers by Steve Scott (\$0.99)

The 1-Page Marketing Plan by Allan Dib (\$2.99)

E-Commerce Blueprint: The Step by Step Guide to Online Store Success by Rob Mabry (\$6.99)

SEO 2018: Learn Search Engine Optimization with Smart Internet Marketing Strategies by Adam Clarke (\$7.99)

Woocommerce User Manual for Beginners: Build your own ecommerce on WordPress by Michal Bradek (\$7.95)