This course examines digital marketing and electronic commerce - how they are conducted and managed, as well as major opportunities, limitations, issues, and risks. The course also explores electronic commerce strategy, social and mobile marketing, online security, and how to develop an electronic commerce presence in both business-to-consumer (B2C) and business-to-business (B2B) models.

JUSTIFICATION FOR COURSE:

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:
- Business
- Management
- Marketing

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [X] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X] UC/CSU Transferable[ ] Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]

LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: D

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X] Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]
- Business Administration(Certificate of Achievement)
- Marketing(Associate in Arts)
- Marketing(Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
PROGRAM LEVEL LEARNING OUTCOME(S) Supported by this course:

Express how the marketing discipline is focused on the practical application of marketing techniques and proper management of a firm's marketing resources and activities.

Analyze and leverage market research, marketing strategy, marketing communication techniques, and technology.

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. Define digital marketing and electronic commerce and describe how they fit into an overall marketing strategy.
2. Explore various methods for digital marketing: web marketing, online advertising, search engines, e-mail marketing, and social media.
3. Evaluate the elements of the digital marketing macro-environment and micro-environment.
4. Employ the elements of designing, developing, and analyzing an electronic commerce website.
5. Evaluate and improve digital marketing performance for both business-to-consumer (B2C) and business-to-business (B2B) companies.

COURSE OBJECTIVES:

1. define digital marketing and electronic commerce and describe its various categories.
2. describe different methods for digital marketing including web marketing, online advertising, search engines, e-mail marketing, and social media.
3. distinguish between electronic markets and describe the benefits as well as limitations to organizations, consumers, and society.
4. describe and discuss the framework of digital marketing and electronic commerce and analyze the forces that drive its widespread use.
5. recognize the changes and discuss the impact of digital marketing on both marketing and overall business strategy.

COURSE CONTENT:

LECTURE CONTENT:

A. Foundations of digital marketing and electronic commerce
   1. Definitions and content
   2. Driving forces
   3. Strategies
   4. Benefits and limitations
   5. Impact on overall marketing and business

B. Digital marketing and electronic commerce systems
   1. Market research
   2. Online consumers
   3. Advertising
   4. Business-to-consumer (B2C) models
   5. Business-to-business (B2B) models
   6. Intranet and extranet
   7. Social media websites
   8. Retail industry implications
   9. Implications for small businesses

C. Technological infrastructure for digital marketing and electronic commerce applications
   1. Web page creation
2. Web programming and development
3. Desktop and laptop interactivity
4. Mobile device interface
5. Dynamic data accessing
6. Software agents

D. Digital marketing and electronic commerce implementation and support
   1. Electronic payment systems
   2. Online security
   3. Legal aspects and issues
   4. Privacy concerns

E. Economic and global issues
   1. Components of digital economics
   2. Competition in the marketplace
   3. Industry impact and best practices

METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
C. Independent Study:
D. Hybrid:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
Reading Assignments
Textbook
Other readings as assigned

Out-of-class Assignments
Exercises, problems, case studies, discussions, research studies, projects, etc.

Writing Assignments
The student will utilize online tools and websites such as Weebly, Google, Facebook, Twitter, as well as other available resources provided by the Library.

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

Demonstration of Critical Thinking:
The student will analyze issues related to digital marketing and electronic commerce, develop alternative solutions, select appropriate actions, and justify actions accordingly.
Required Writing, Problem Solving, Skills Demonstration:

The student will utilize online tools and websites such as Weebly, Google, Facebook, Twitter, as well as other available resources provided by the Library.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

LIBRARY:

Adequate library resources include:

Comments:

Attachments:

[Attached Files]