

University of Arkansas – Fort Smith
5210 Grand Avenue
P. O. Box 3649
Fort Smith, AR 72913–3649
479–788–7000

General Syllabus

MKTG 30463 E-Business Marketing

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: MKTG 34303 Principles of Marketing Management and admission to the College of Business or consent of instructor
Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

A comprehensive introduction to the strategic application of E-business technologies in the context of marketing decision making. The focus of the course is on how these evolving technologies can be best used to expand markets for products, better segment markets, customize marketing efforts, and strengthen relationships with customers.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Explore the strategic and operational aspects of internet marketing and ecommerce for both consumer and business markets.
2. Analyze the nature of integrated marketing strategies that incorporate a web element
3. Examine the social and regulatory issues that impact the industry, including the issue of consumer privacy.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will identify business issues, organize relevant information, and develop criteria for evaluation in the context of decision making.

Communication Skills (written and oral)

Students will communicate ideas and recommendations in written and oral forms through

case studies and homework exercises.

Global and Cultural Perspectives

Students will examine the social and cultural influences upon consumer buying.

III. Major Course Topics

- A. Understanding of E-Business Technology
- B. E-Business Communication Platforms
- C. E-Business distribution Systems and Supply-Chain management
- D. E-Business Value Strategies
- E. Information Collection and Use
- F. The Consumer Market
- G. The Business-to-Business Market
- H. Ethical and Legal Considerations