Bemidji State University

BUAD 3569: E-Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course focuses on new marketing and promotion technologies and channels. Prerequisites: BUAD 2280 and BUAD 3361; or consent of instructor and junior standing.

B. COURSE EFFECTIVE DATES: 08/24/2015 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Business-to-Business Activities
2. Electronic Commerce Security
3. Electronic Commerce Software
4. Introduction to Electronic Commerce
5. Marketing on the Web
6. Online Auctions, Virtual Communities, and Web Portals
7. Payment Systems for Electronic Commerce
8. Planning for Electronic Commerce
9. Selling on the Web: Revenue Models and Building a Web Presence
10. Technology Infrastructure: The Internet and the World Wide Web
11. The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues
12. Web Server Hardware and Software

D. LEARNING OUTCOMES (General)

1. define e-marketing and describe e-marketing concepts.
2. learn about important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud
3. express an understanding of integrated e-marketing concepts.
4. distinguish how and when to use e-marketing.
5. recognize how to make better decisions in both their personal and professional lives.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted