

Global Learning Semesters

Course Syllabus

Course: MKTG-390 E-Commerce

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-390	E-Commerce	3
Semester Offered	Contact Hours	Prerequisites
Not offered yet	42	MKTG-291
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

The course emphasizes the utilization of recent developments in Information Technology (IT) within the context of business globalization. It critically examines all aspects of marketing such as promotion, advertising, distribution, sales and after-sales service with regard to the advantages and disadvantages of E-Commerce. The course also examines the design and development of Marketing Information Systems.

Course Aims and Objectives

To enable students gain an understanding in the following areas:

- Foundations of electronic Commerce
- Retailing in E-Commerce
- Marketing information systems
- Internet consumers and market research
- Advertisements in E-Commerce
- E-Commerce for service industries
- Business-to-business E-Commerce
- Intranet and extranet
- Marketing potential of multimedia and the Internet
- Electronic payment systems
- E-Commerce strategy and implementation
- Economic and other issues in E-Commerce

Teaching Methods

The course is structured around lectures, problem and case discussions, individual and group prepared assignments.

Course Teaching Hours

42 hours.

Evaluation and Grading

Project/homework:	10%
Mid-Term:	40%
Final Exam:	50%

Readings and Resources

Required Textbook

- Turban, E., Lee, J., King, D. and Chung, H.M. Electronic Commerce: A Managerial Perspective. Prentice-Hall, 2000.

Recommended Reading

- Greenstein, M. and Feinman, T. M. Electronic Commerce: Security, Risk Management and Control. McGraw-Hill, 2000.

- O'Connor, J. and Clavin, E. Marketing and Information Technology - The Strategy, Application and Implementation of IT in Marketing. Pitman Publishing, 1998.