Doane College Grand Island  
BUS 635-7 – Strategies in Electronic Commerce

Instructor: Randy Blair  
Email: randy.blair@doane.edu  
Phone: 308-380-4566

**Course Description**
This course examines the impact of information technology on the design, implementation, and ongoing management of an integrated marketing program. Students will evaluate the use of the World Wide Web and related technologies as a marketing channel through competitive analysis, consumer analysis, and market segmentation, as well as product pricing, distribution and promotion functions. Through examination of the extraordinary potential of this medium and the concerns that must be satisfied, students will learn strategies for establishing a successful presence in the electronic market place.

This course will occasionally be instructed in a computer lab, with learning through various means including lectures, PowerPoint presentations, case studies, hands on activities, videos, class discussions, websites, and student presentations. This course will NOT include any web coding.

**Text and Materials Requirements**
• An email account  
• Access to the Internet  
• Word Processor  
• No text is required

**General Course Objectives**
• Students will learn practical knowledge and understanding of electronic commerce taking place within their organizations and daily lives  
• Students will learn and discuss practical knowledge of technology that can be, or is used in their organizations or daily lives  
• Students will learn to evaluate electronic commerce websites  
• Students will demonstrate their understanding of electronic commerce business models  
• Students will understand and demonstrate the key role marketing has in successful e-commerce ventures  
• Students will understand the importance of and strategies for product distribution and fulfillment  
• Students will be more educated consumers  
• Students will develop an electronic based business plan - including market research, advertising and revenue models, business model selection, website design features, distribution, and online marketing strategies
Grading
The scale below will be used for assigning grades:

- 90-100  A
- 80-89   B
- 70-79   C
- 60-69   D
- <60    F

Grade Breakdown
- **30% Business Plan Project**
  Students will develop a business plan (approximately 10 pages) for an electronic business of their choice. The plan will include market research, advertising and revenue models, SWOT analysis, web design features, distribution and fulfillment, online marketing strategies. Each class period will provide a piece to the overall business plan. Assignments and will also be helpful in completing this project. Class time will be given to work on this project. More details will be provided in class.
- **15% Business Plan Presentation**
  Students will give a 15-minute presentation about their e-business plan
- **40% Assignments/Case Studies**
  4 Assignments/Case Studies will be assigned during the course. These assignments will be brief (approx 1 page). Most assignments will be completed during class time.
- **15% In Class Activities & Participation**

Note - All assignments and projects must be created with a word processor and submitted electronically to the instructor’s email address (randy.blair@doane.edu) by the due date.

Attendance Policy
Attendance is critical to learning and is required for all classes. If you must be absent due to work, illness, or family emergency please notify me as soon as possible to arrange to make-up the absence.

Doane College Academic Integrity Policy
The Doane College Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your own work. Any use of others’ ideas and words without proper citation of sources is plagiarism and will result in a grade of “F” for the course. Furthermore, in accordance with Doane College policy, each act of academic dishonesty will be reported to the Vice President for Academic Affairs and/or the Dean of Graduate Studies.