

COURSE SYLLABUS

MBA 625: Marketing and E-Commerce

Course Description

This course allows students to explore various aspects of both traditional and e-commerce/digital marketing principles from both an academic and a practical applications perspective. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, pricing, distribution, and integrated marketing communications—including online/offline advertising, public relations, social media, direct marketing, and sales promotions.

Through a combination of interactive discussions, case study analyses, practical examples, and individual assignments, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations. Students gain significant experience in communicating and defending their marketing recommendations in both written and oral formats.

General Course Information

Number of Units/Weeks	5/5/10
# Hours Lecture / #Hours Laboratory / # Hours ELPs*	50/0/100
Prerequisite(s)	None
Co-requisite(s)	None
Course Developer	Judith Balian, M.Ed.
Date Approved / Last Review	

*Enhanced Learning Projects

Course Learning Outcomes

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

1. Analyze and evaluate internal and external marketing forces that affect companies' success and understand the function of market research.
2. Analyze business to consumer (B2C) and business to business (B2B) buying behavior and the new product development process.
3. Evaluate retailing and wholesaling strategies and analyze methods companies use to promote their products and services.
4. Analyze unique marketing considerations for global companies.
5. Analyze and evaluate e-commerce/digital marketing strategies of specific companies and create recommendations for growth.

Instructional Methods Employed in this Course

Lecture
Reading Assignments
In-Class Exercises and Discussions
Research
Practical Application of Theory and Skills in Real-World Based Projects
Case Studies
Individual Student Presentations

Information Resources for this Course

Textbook:

Armstrong, G. and Kotler, P. (2017). *Marketing, an introduction*, 17th Edition. Boston: Pearson Education.

Armstrong, G. and Kotler, P. (2013). *Marketing, an introduction*. Pearson Video Library. Boston: Pearson Education.

Hurley, G. and Jones, B. (2012) *APA: the basics*. Purdue University Online Writing Lab.

[APA Basics](#)

[APA Sample Paper](#)

Optional Resources

Kotler, P., Kartajaya, H., Setiawan, I. *Marketing 4.0*. (2017) Hoboken, New Jersey. John Wiley & Sons.

Dodson, I. (2016) *The art of digital marketing*. Hoboken, New Jersey. John Wiley & Sons.

Assessments

In-Class Participation
Case Study Analyses (4)
Discussions
Individual Student Presentations
Final Examination

Table/Topics and Assignments

Types of Assignments:

Lecture – Considered Lecture Hours

Classroom Discussion – Considered Lecture Hours

Delivering Oral Presentations – Considered Lecture Hours

Reading – Considered Homework

Case Study Assignments – Considered Homework

Webclass Lesson (non-online courses) – Considered Homework

Schedule of Lesson Topics

Week 1 – Session 1							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Creating Customer Value and Engagement	1	2				
Lecture	Company and Marketing Strategy	1	2				
Group Work / Discussion			1			60	Session 2
Assignment Homework	Armstrong & Kotler Chapters 1 & 2				6		
Week 1 – Session 2							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Analyzing the Marketing Environment	1	2				
Lecture	Managing Marketing Information	1	2				
Group Work / Discussion			1				
Assignment Homework	Armstrong & Kotler Chapters 3 & 4				6		
Case Study / Assignment 1					10	100	Session 3
Total Week 1			10		22	160	

Week 2 – Session 3							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Understanding Consumer and Business Buying Behavior	2	2				
Lecture	Customer Value-Driven Marketing Strategy	2	2				
Group Work / Discussion			1			60	Session 4
Assignment Homework	Armstrong & Kotler Chapters 5 & 6				6		
Week 2 – Session 4							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Products, Services and Brands	2	2				
Lecture	New Products and the Product Life Cycle	2	2				
Group Work / Discussion			1				
Assignment Homework	Armstrong & Kotler Chapters 7 & 8				6		
Case Study / Assignment 2					10	100	Session 5
Total Week 2			10		22	160	

Week 3 – Session 5							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Pricing	3	2				
Lecture	Marketing Channels	3	2				
Group Work / Discussion			1			60	Session 8
Assignment Homework	Armstrong & Kotler Chapters 9 & 10				6		
Week 3 – Session 6							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Retailing & Wholesaling	3	2				
Lecture	Advertising & Public Relations	3	2				
Group Work / Discussion			1				
Assignment Homework	Armstrong & Kotler Chapters 15 & 16				6		
Case Study / Assignment 4					10	100	Session 9
Total Week 4			10		22	160	

Week 4 – Session 7							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Personal Selling Sales Promotion	3, 4	2				
Lecture	Direct, Online, and Social Media Marketing	3, 5	2				
	Group Work / Discussion		1			60	Session 8
Assignment Homework	Armstrong & Kotler Chapters 13 & 14				6		
Week 4 – Session 8							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	The Global Marketplace	4	2				
Lecture	Sustainable Marketing and Corporate Social Responsibility	3	2				
Group Work / Discussion			1				
Assignment Homework	Armstrong & Kotler Chapters 15 & 16				6		
Case Study / Assignment 4					10	100	Session 9
Total Week 4			10		22	160	

Week 5 – Session 9							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	Student Presentations		4		12	100	
Group Work / Discussion			1			60	
Week 5 – Session 10							
Type	Topic / Description	Learning Outcomes	LEC Hours	LAB Hours	HW Hours	Point Value	Due
Lecture	E-Commerce in Practice	5	2				
Final Exam			3			100	
In Class Participation	Total for Course					100	
Total Week 5			10		12	360	
Course Total			50		100	1000	

Course Hours Summary

Session	Topic	Lec Time	Lab Time	HW Time
1	Creating Customer Value & Engagement Company and Marketing Strategy	5	0	6
2	Analyzing the Marketing Environment Managing Marketing Information	5	0	16
3	Understanding Consumer and Business Buyer Behavior Customer Value-Driven Marketing Strategy	5	0	6
4	Products, Services, and Brands Developing New Products and Managing the Product Life Cycle	5	0	16
5	Pricing Marketing Channels	5	0	6
6	Retailing and Wholesaling Advertising and Public Relations	5	0	16
7	Personal Selling and Sales Promotion Direct, Online, Social Media, and Mobile Marketing	5	0	6
8	The Global Marketplace Sustainable Marketing: Social Responsibility and Ethics Responsibility	5	0	16
9	Case Study Analysis Presentations	5	0	12
10	Final	5	0	0
Total		50	0	100

Table/Point Breakdown

Session	Assignment	Possible Points	Percent of Grade
1			
2	Discussion Thread Case Study Analysis	60 100	6% 10%
3			
4	Discussion Thread Case Study Analysis	60 100	6% 10%
5			
6	Discussion Thread Case Study Analysis	60 100	6% 10%
7			
8	Discussion Thread Case Study Analysis	60 100	6% 10%
9	Discussion Thread Individual Presentation	60 100	6% 10%
10	Final Exam	100	10%
	Participation	100	10%
Total		1000	100%

Your Grades for this Course:

Your final grade for this course will be based on an assessment by your instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2
70-73	C-	1.67
67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
70 or above	PASS	0

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

- 1-24 hours after due date = 20% off point value
- 25-48 hours after due date = 60% off point value
- 49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Coleman University Policy on Academic Dishonesty

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.