1ST Class – Tuesday Evening, August 04, 2015

Text: Electronic 2015, Business, Technology, Society, 11th Edition, Kenneth C. Laudon, Carol Guercio Traver.

Instructor: Dr. John Sahlin – [jsahlin@coleman.edu](mailto:jsahlin@coleman.edu)

Assignments on WebClass

Identify trends in software that lead to e-Commerce.

Software is only of value if it solves a problem.

RES-626 Thesis I

The book is new and it is good. The book comes with video and classes. Activity is homework of watching the video and answer questions.

Innovation, dynamic trading.

e-Commerce:

Kick-starter – Starting up a company

GoFundMe – Not profit based efforts

Twitter – branding

Likes and Dislikes – Filtering and Hashtag analysis

Listening to NPR

Hoot-Suite account to do social media analytics

2ND Class – Thursday Evening, August 06, 2015

New resources will be on Webclass

Open Source:

Public Library of Science (PLOS) <https://www.plos.org/>

Directory of Open Access Journals (DOAJ) <https://doaj.org/>

Models and Concepts of E-commerce:

Twitter’s Business Model – Hashtags! A marker to allow you to identify trends.

Trend analysis affords creation of a following,

Example: John Oliver (British Comedian) Sunday night on HBO. Every show he throws out a hashtag.

He is so popular, he is driving trends.

Jeff the Diseased Lung. Jeffwecan

YouTube: Jeffthelung costume. Black lives matter, Ice bucket challenge, The Iran Deal (Twitter handle)

Barack Obama has a twitter handle. His wife does,

CIA is great. First tweet: “We cannot confirm or deny..”

Twitter makes money by: 1) they sell your data, 2) sponsored accounts, 3) ads

Business model. A way of doing things to make money. Set of pracices.

Business plan. Describes business model.

Vacation Rental By Owner (VRBO)

Write your Thesis Status Form. Thesis statement.

3rd Class – Tuesday Evening, August 11, 2015

CPT Next Tuesday, here at August 18th, 6 p.m.

Ch3 video is covered in the COM640 Networking class

Watch the video “Warriors of the Net”

USA Today, 1st to play with infographics

World of Warcraft –Logon and select what server you want to join (by world names) which equate to data centers. Main one (recommended) is based on the local time-zone; it’s the least busy, closest to you, fewest hops. Data is mirrored at all the other data centers (horizontal scaling).

Customization (Like what Gateway did with customer’s building PC orders).

Windows 10 privacy policy shares your Wi-Fi passkey with others in your local net.

Accessibility.

4th Class – Thursday Evening, August 13, 2015

E-commerce Security

The weakest link is the ‘users.’

Jade Helm, Anonymous, Kevin McNick,

Target’s POS strip reader sends in plaintext and very hackable.

Mint.com,

5th Class – Tuesday Evening, August 18, 2015

First Hour for CPT.

Chapter 7 – Social and mobile marketing

Mid-Term Review

Dr. Mc Crady

Chapter 7 – Social, Mobile, and Local Marketing

Building a brand through non-revenue generating sources

Loyalty programs with mobile apps.

Spot On

Unique visitors vs. engagement:

Have a core group of active followers: 30 or less, versus

Number of Facebook friends: 50, 100, 200, 300…

Dark social (not dark web) isn’t easily searchable through tracking. E.g. photo on Twitter.

Twitter last week says, now you are not limited to 140 characters per tweet.

Reddit participation in an AMA session.

HBO Now service instead of paying for full HBO service.

House of Cards (Kevin Spacey)

Orphan Black – Pop vinyl Helena - $10 Comic-Con, $200 eBay.

Coleman has a deal to use Hoot Suite, for students in the BI class, to do data-mining in social media.

During the Turkey movement Twitter was used to organize nonviolent protest but the government of Turkey shut it down. Then programmers set it up to bounce of Googles DNS servers to indirectly connect to Twitter to keep it up.

Open Wall Street.

Marketing on Twitter starts with following someone else, then you market yourself. They follow some tweet that you made with some hashtag that was relevant.

Pinstrosity.com Monstrosity of projects on Pinterest.

Mid-Term Review

Multiple choice, no true/false questions, part of your grade, 50-60 questions, curve,

1 – E-Commerce Trends 2014-2015.

Any definition i.e. “What is E-commerce?”

Know diff of E-commerce vs. E-business

Lists, i.e. eight unique features of E-commerce, types of E-Commere: B2C, B2B, C2C, M-commerce,

The Web