



**International Business Management Program  
Faculty of Business Administration  
Second Semester, Academic Year 2014**

**I. Course Code: IS 335**

Course Title: Electronic Commerce

Course Type: Major Elective

Number of Credits: 3(3-0-6)

Prerequisite: MK 109

Class Time: Monday/Wednesday 14.00 – 15.30

Course website: <https://sites.google.com/site/payapis335/home>

**II. Course Description**

Principles and the use of internet technology in commercial transactions through electronic media. Use of technology for competitive advantage, electronic payment, Transactions Act, security, simulation systems and development and application of e-commerce systems.

**III. Instructor: Ann Kathrin Hassenburs**

Position: Full time Instructor

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**IV. Course Objectives**

Upon completing this course, students should be able to:

- Understand the fundamental concepts of digital marketing and E-commerce.
- Learn about how digital platforms can help to build customer relationships
- Understand the importance of balancing on- and off-line media
- Be able to apply knowledge gained in the course to develop and plan a comprehensive digital marketing strategy
- Learn through doing how to use new media such as mobile, search and social networking
- Learn the measurement techniques used in evaluating digital marketing efforts
- Analyze potential social, legal and ethical issues in digital marketing

**V. References**

**Required:**

Dave Chaffey & Fiona Ellis-Chadwick (2012): Digital Marketing: Strategy, Implementation and Practice, 5<sup>th</sup> Edition, Pearson

**Supplemental reading:**

Efraim Turban, David King, Jae Lee & Dennis Viehland (2012): *Electronic Commerce: A Managerial and social networks Perspective*, 7<sup>th</sup> Edition Prentice Hall, 2012.

**VI. Expectations**

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

**VII. Course Policies**

**1. Academic Honesty**

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

**2. Handing in Assignments**

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

**3. E-mail**

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

**4. Attendance**

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early (by 15 minutes) will be counted as late and **three will equal an absence**. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

**5. Disruptions to class**

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

## VIII. Course Assessment Scheme

### **Class Discussion and Participation – Individual (15%)**

Your grades will be based on evaluation of your participation in class. Each one of you is expected to contribute to class discussions. This includes preparation for class by reading the text and presenting your opinions of materials covered in class. Questions, comments and participation in discussions are encouraged. Not coming to class **will not** negatively affect your grade but restrict your opportunity to positively affect your grade. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

### **Quizzes – Individual (30%)**

The 4 quizzes (7,5% each) are a concept and knowledge check in preparation for the group project and case study. Each chapter covered will have a relatively equal number of questions that will be in chapter order.

### **Reflective Log – Individual (5%)**

Students are expected to write a reflective log over a period of 7 consecutive days in order to consider how and why they access the Internet. Students should reflect on how free they are when it comes to accessing the Internet and determine target groups for the websites visited.

### **Case study Presentation– Pair – Work (15%)**

This presentation is based on a case study assigned by the instructor on an assigned date. The students are expected to present a detailed and analytical summary of the case study and answer any questions. The assignment will require critical thinking skills as well as knowledge gained from the course. The objective of this assignment is to show the students' ability to apply the theory which has been taught in class to a real life situation.

### **Online Marketing Plan- Group Work (35%)**

This assignment involves students working in groups of 4 to develop an Online Marketing Plan for a local business. Students are expected to find a suitable local business which currently only have a very basic online presence offering no customer value. Students should think of themselves as professional marketing consultants who are advising the business or organization on the best way to set up or improve their online presence.

All the business must verbally agree that you plan an online presence for them. Remember that the business is a client, and you work for the business and not the other way around. Make sure the business understands everything that will happen and how you will follow up with them once the project ends.

The Project has several milestones:

#### **Milestone 1:**

Form groups of 4 students and email team members' names and student numbers to your instructor by the assigned date.

#### **Milestone 2:**

At the beginning of the course you have to form groups and decide on a local business/company/organization or NGO you want to develop an online strategy for. **The company/business/organization has to be approved by the instructor before you start working on it!**

**Due: Sheet with team members names, student number and local business name, type of business, area of business.**

**Milestone 3:**

**Kick-off Presentation (5% of your final grade)**

Present briefly your chosen organization, the type of business, and in what industry the business is operating. State clearly why you have chosen this organization and why an online presence is important to implement. If you fail this milestone you have to hand in a written report.

**Due: Power Point presentation**

**After passing the milestones you can work on your project which consists of 2 parts:**

**Written Report and Final Group Presentation:** The first part consists of a written report (20%) and the second part will be a final group presentation (10%) due in the last week of the semester. More details on the specifics will be discussed throughout the semester.

In order to ensure that every member of the group does his/her fair share of the work a peer evaluation form has to be handed in by all group members.

**IX. Course Grading & Requirements**

Class grading will be based on points in the following distribution (Percent):

Participation	15%
Quizzes	30%
Case study presentation	15%
Reflective Log	5%
Group Project	35%
<b>Total</b>	<b>100%</b>
<b>Individual</b>	<b>(50%)</b>
<b>Pair work / Group</b>	<b>(50%)</b>

**X. Evaluation Criteria**

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

## XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

<b>Date/ Week</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
(1) 5.1.	Introduction, ice breakers Setting the scene Course Syllabus	Check course website, read course outline, if not done yet: enrol for course	
(1) 7.1.	An Introduction to Digital Marketing: Definitions and Strategy	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 1: Introducing digital marketing	
(2) 12.1.	Introducing Digital Marketing Communications	<b>Required reading:</b> As above <b>Project Milestone #1:</b> Form groups of 4 for group project	
(2) 14.1.	Consumer Behaviour and Consumer Choices in the digital marketplace	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 2: Online Marketplace analysis: Micro-environment	<b>Milestone 1: Form Groups and email the students' names and student number to your instructor</b>
(3) 19.1.	<b>No class</b>		
(3) 21.1.	New channel Structures and Business Models for e-commerce	<b>Project Milestone #2:</b> Find a local business/company/organization and prepare a submission sheet for approval <b>Required reading:</b> as above	<b>Quiz I Ch. 1 &amp; 2</b>
(4) 26.1.	Technological and Economic Forces Quiz Review	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 3: The Internet Macro-Environment	
(4) 28.1.	Political, Legal, Social and Cultural Forces	<b>Required reading:</b> As above	
(5) 2.2.	Digital Marketing Strategy	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 4: Digital Marketing Strategy	<b>Milestone 2:</b> Send submission sheet briefly outlining your chosen local business/company/organization to the instructor for approval

<b>Date/ Week</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
(5) 4.2.	Digital Marketing Strategy	<b>Required reading:</b> As above  <b>Project Milestone #3:</b> Kick-off Presentation: Present your chosen local company and justification for your choice	
(6) 9.2.	Applying the marketing mix online	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 5: The Internet and the Marketing Mix <b>Reflective Log:</b> Write a reflective log about TripAdvisor ratings	
(6) 11.2.	Online opportunities for brand building	<b>Required reading:</b> As above	<b>Quiz II: Chapter 3,4 &amp; 5</b>
(7) 16.2.	Group Project Presentations		<b>Milestone #3:</b> Kick-off Presentation: Present your chosen local company and justification for your choice
(7) 18.2.	Group Project Presentations		
(8) 23.2.	The Challenge of Customer Engagement Quiz Review	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 6: Relationship Marketing using digital platforms	
(8) 25.2.	Customer Lifecycle Management Mid-Term Feedback	<b>Required reading:</b> As above	<b>Task II: Reflection Log (5%)</b>
Midterm Examination Period 02.03. – 07.03. 2015			
(9) 9.3.	Integrating online and offline Communications	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 8: Campaign Planning for digital media	
(9) 11.3.	Success factors in managing digital campaigns	<b>Required reading:</b> As above	

<b>Date</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
(10) 16.3.	Search Engine Marketing: Google & Co.	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 9: Marketing Communications using digital media channels	
(10) 18.3.	Social Media and Viral Marketing	<b>Required reading:</b> As above	<b>Quiz III: Ch. 6, 8 &amp; 9</b>
(11) 23.3.	Q&A Session for Group Project Quiz Review	<b>Required reading:</b> Prepare questions for your group project	
(11) 25.3.	Performance Management for digital channels	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 10: Evaluation and improvement of digital channel performance	
(12) 30.3.	Responsibilities for site management	<b>Required reading:</b> As above	
(12) 1.4.	Group Project	Time allocated in class to work on the final group project	
No Class (Chakri Day)			
(13) 8.4.	Online consumer behaviour	<b>Required reading:</b> Chaffey, Ellis-Chadwick: Chapter 11: Business-to-consumer digital marketing practice	
Songkran Holiday 13.-17.4.			
(14) 20.4.	E-Retailing Strategy	<b>Required reading:</b> As above	
(14) 22.4.	Quiz		<b>Quiz IV: Ch.10 &amp; 11</b>
(15) 27.4.	Final Group Project Presentations		<b>Group Project: Written Digital Marketing Plan and Final Presentation (30%)</b>
(15) 29.4.	Final Group Project Presentations		
Final Examination Period 04.05. – 22.05. 2015			