

Bergen Community College  
Division of Business, Arts, & Social Sciences

**BUS-107 e-Tailing**

Semester and year:  
Course and Section:  
Meeting Days/Times  
& Room:

Instructor:  
Office Location:  
Office Hours:  
Phone:  
E-mail Address:

**Course Description:**

E-Tailing covers key critical success factors and business concepts serving as the foundation of the fastest growing segment of the overall total retailing area. The course covers the unique approaches of B2B, B2C, and C2B organizations. Web hosting alternatives, search engine optimization, legal/ethical considerations, and supply chain factors are emphasized for their importance.

(lectures & Online,3 credits)

**Student Learning Objectives:**

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|----|--|
| 1. | Describe the fundamental characteristics of E-Tailing and the role it plays in the total retail sector; “clicks” versus “bricks and mortar” retailing. |
| 2. | Analyze the critical factors involved in a successful E-Tailing organization.  |
| 3. | Express the key benchmarking attributes and utilize them in reviewing existing electronic retailing offerings.   |
| 4. | Describe webhosting alternatives along with the features and benefits offered  |
| 5. | Explain loyalty programs and recognize the critical role they play in success as well as the pitfalls associated with not executing programs properly. |
| 6. | Describe advertising and how it generates business as well as revenue.   |
| 7. | Recognize the role social networking sites can play in the business as well as the pitfalls of not executing properly.                                 |
| 8. | Discuss the pros & cons of significant factors creating unique opportunities for E-Tailing. i.e. sales tax, shipping, data mining.                     |
| 9. | Recognize Legal & Ethical factors affecting E-Tailing  |

**Course Content, Assessment, and Special Considerations.**

Using Text, Online Video Support, Practice Quizzes, Discussion Forums, and Assessments, the student will be exposed to different techniques to master the critical concepts provided in the course. Students are expected to be proficient in using the computer and internet for research, writing reports, taking tests, and other related tasks.

## Course Texts and/or Other Study Materials

### Required Textbooks:

E-Marketing: The Essential Guide to Online Marketing: Rob Stokes  
ISBN 978-1-4533-3342-6

## Writing, and Critical Thinking Requirement(s)

Students will provide written reports, assessments, and discussion forums to demonstrate knowledge of the key concepts involved in the course learning objectives.

## Grading & Key Policies

**Late Assignments:** No work will be accepted after the due date. It is the responsibility of the student to make sure that time is managed so that all tasks are accomplished in a timely manner.

**Missed Exams:** Students will be afforded the opportunity to take a comprehensive makeup for one exam missed. No additional make-up exams will be given.

**Class Policy:** The outline will include a written statement regarding specific policy and explanation for online testing (if used), class behavior, attendance, and other important matters.

**Typical Grade allocations:** (refer to Professor for detailed explanations)

Examinations –	75%
Term Project–	15%
Class Participation –	<u>10</u>
Total –	100%

**Please review the following in your Student Handbook:**

- Code of Student Conduct
- Statement on plagiarism and/or academic dishonesty.
- Sexual Harassment statement.
- Statement on acceptable use of BCC technology.
- Statement on the purpose and value of faculty office hours.

## Attendance Policy

### BCC Attendance Policy:

All students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.

## Student and Faculty Support Services

Students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <http://www.bergen.edu/library/> ), the Tutoring Center (available in person in room L-125 and online at <http://www.bergen.edu/library/learning/tutor/> ), the Writing Center (available in person room L-125 and online at <http://www.bergen.edu/library/learning/write/> ). the Online Writing Lab at [www.bergen.edu/owl](http://www.bergen.edu/owl), the Smart thinking Tutorial Service at [www.bergen.edu/library/learning/tutor/smart/index.asp](http://www.bergen.edu/library/learning/tutor/smart/index.asp) the Distance Learning Office for online courses (by phone at 201-612-5581, available in person at room C-3 or email at [psimms@bergen.edu](mailto:psimms@bergen.edu))

## Course Outline and Calendar

Session	Topics: Suggested Plan based on 15 sessions at 3 hours
1	E-Tailing: Where it fits in the Retailing sector.
2	E-Tailing segments: B2B, B2C, and C2B characteristics
3	Internet Alternatives and Resources: Features and Benefits of Hosting Sites
4	Legal and Ethical Behavior
5	Marketing: Pricing & Merchandising on the Web
6	Advertising: Approaches by companies to support smaller E-Tailers using their infrastructure
7	Search Engine "Pay per Click" Algorithms and Programs
8	Search Engine "Pay for Clic" Algorithms and Programs: Search Engine Optimization
9	Customer Service: Bricks and Mortar versus E-Tailing. Similarities and Differences.
10	Loyalty Marketing and Customer Retention Programs
11	Evaluating, and Learning from, Competitive Sites
12	Retail Financial Statements & Investment Considerations
13	Managing the Supply Chain
14	Mobile & Smart Phone Marketing's Explosive Growth and Challenges
15	Emerging Trends and Issues affecting E-Tailing

Students who require accommodations in accordance with the Americans with Disabilities Act (ADA) can request these services from the Office of Specialized Services. To learn more about how to apply for services, please visit them at: <http://www.bergen.edu/oss> .

Mara 2015