



**MKT 422 – 01W**  
**Electronic Commerce**  
**SUMMER I - 2025**

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<b>Office Hours:</b>	<b>(During Summer, by appointment only)</b>

***General Course Information***

<b>Course Description:</b>
This course addresses key business and strategic management applications relevant to the use of Internet technologies, including but not limited to Internet business models, customer interface, market communications, and valuation. Some exposure to technical issues will also be provided. Specific topic coverage includes: • Introduction to Electronic Commerce • Technology Infrastructure: The Internet and the World Wide Web • Selling on the Web: Revenue Models and Building a Web Presence • Marketing on the Web • Business-to-Business Online Strategies • Online Auctions, Virtual Communities, and Web Portals • The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues • Web Server Hardware and Software • Electronic Commerce Software • Electronic Commerce Security • Payment Systems for Electronic Commerce • Planning for Electronic Commerce
<b>Course Objectives:</b>
<ol style="list-style-type: none"> <li>1- Demonstrate an understanding of e-commerce for managers and strategists.</li> <li>2- Identify the basic technology of the Internet and the Web.</li> <li>3- Understand the strategy formulation for online firms.</li> <li>4- Demonstrate an understanding of the following infrastructures: technology, capital, media, and public policy.</li> <li>5- Understand the importance of ethics and its impact on e-commerce.</li> </ol>
<b>Required Text:</b>
Laudon, E-Commerce 2023: Business, Technology, Society, 17 <sup>th</sup> edition (ISBN: 9780137922208), 2024, Pearson (e-book 9780138043391)

***Class Policies***

<b>Grading:</b>
<ul style="list-style-type: none"> <li>• Discussions (50 points)</li> <li>• Exam 1 (100 points)</li> <li>• Exam 2 (100 points)</li> </ul>

- Exam 3 (100 points)
- **Total (350 points)**

Your final grade will be based on the following scale:

A=315-350

B=280-314

C=245-279

D=210-244

F=209 and below

\* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

All of the grading rubrics will be uploaded to D2L

#### **Attendance & Class Participation:**

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam). It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

***The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.***

### ***School Policies***

#### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

#### **ETAMU Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### **Academic Integrity**

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

#### [Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

#### [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

### **Students with Disabilities–ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill – 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have

been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

#### **Course Communication:**

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

This course is scheduled for online delivery. You will submit your class assignments through the D2L location and your grades will be recorded for you in the course grade book. PowerPoint slides will be available for each of the book chapters electronically. We will also utilize the Discussion Board feature of D2L. You will be expected to post discussion comments based on your readings for each of the discussion question. You must respond to your classmates' comments. You should submit your work in the appropriate area when it is due.

#### **Exams**

Exam questions might be a combination of multiple choice, true false and short answer questions which will test your competency over course related concepts. Each exam is worth 100 points. The questions will come from the text and discussion material.

***Course Schedule (any work due is on the Sunday at 11:59 p.m. CST of the corresponding week – except for Week 5)***

<b>Week</b>	<b>Chapter(s)</b>	<b>Activities / Assignments</b>
1	1, 2, 3	Review Syllabus, Submit Academic Honesty Policy, Discussion 1
2	4, 5, 6	Live Session 1, Exam 1, Discussion 2
3	7, 8, 9	Discussion 3
4	10, 11, 12	Live Session 2, Exam 2, Discussion 4
5		Exam 3

The above schedule is tentative and subject to change at the discretion of the instructor.  
(The official schedule will be followed for the final exam date)

<b>Week</b>	<b>Dates</b>	
Week 1	6/2/25	6/8/25
Week 2	6/9/25	6/15/25
Week 3	6/16/25	6/22/25
Week 4	6/23/25	6/29/25
Week 5	6/30/25	7/3/25