



MGT/MKT 422 01W
Ecommerce
COURSE SYLLABUS: Spring 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Chris A. Myers

Office Hours: Tue 10AM-1P CST

Tue Zoom Meeting 1-3 PM CST

All Other by Appointment (Send an email anytime)

Office Phone: (Admin) 903-886-5703

University Email Address: Chris.Myers@etamu.edu

Preferred Form of Communication: Email Chris.Myers@etamu.edu

Communication Response Time: Mon-Fri within 24 hrs. Sat-Sun within 48 hrs.

Email is the preferred communication in this class, emails will be sent to students Texas A&M-Commerce account ONLY. Students must routinely check email. Communication Response Time:

Email should be sent through your Leo account. Email subject should begin with "MKT MGT 422.01W". Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails***

COURSE INFORMATION

MGT 422.01W Electronic Commerce

Online Course

COURSE TEXT

E-COMMERCE 2019: BUSINESS. TECHNOLOGY. SOCIETY

Author: LAUDON and TRAVER

Edition: 15TH 20

Published Date: 2020

ISBN: 9780134998459

Publisher: PEARSON

COURSE DESCRIPTION

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

COURSE OBJECTIVES

- Demonstrate an understanding of e-commerce for managers and strategists.
- Identify the basic technology of the Internet and the Web.
- Understand the strategy formulation for online firms.
- Demonstrate an understanding of the following infrastructures: technology, capital, media, and public policy.
- Understand the importance of ethics and its impact on e-commerce.

COURSE EVALUATION/ GRADING

The following scale will be used to grade the student:

90% =< A

80-89.9% B

70-79.9% C

60-69.9% D

60% below F (Failure)

- Discussions (40 points)
- 4 Exams (400 points)
- 1 Group paper (100 points)
- **Total (540 points)**

PLEASE NOTE: All discussions, exams, case study, and group paper must be completed on the due dates. Any late submission will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

COURSE REQUIREMENTS

Discussion Board: Students discuss topics all were posted on the Discussion board in D2L.
Please note the deadline for Discussion board is **Sunday midnight (11:59pm) OF EACH WEEK**.

Discussion grading:

The following rubrics will provide students a detailed look into how materials are graded.

Criteria	Unacceptable 0-2 Points	Acceptable 2.1-6.0 Point	Good 6.1-8.0 Points	Excellent 8.1-10.0 Points
Initial Assignment Posting <i>You need to make at least 8 sentences in the post</i>	Posts no assignment.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task.	Posts well developed assignment that addresses all aspects of the task; lacks full development of concepts.	Posts well developed assignment that fully addresses and develops all aspects of the task.
Follow-Up Postings (response to other postings) <i>You need to make at least two follow-up postings and each posting must have at least 6 sentences</i>	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.
Content Contribution	Posts information that is off-topic, incorrect, or irrelevant to discussion.	Repeats but does not add substantive information to the discussion.	Posts information that is factually correct; lacks full development of concept or thought.	Posts factually correct, reflective and substantive contribution; advances discussion.
References & Support	Includes no references or supporting experience.	Uses personal experience, but no references to readings or research.	Incorporates some references from literature and personal experience.	Uses references to literature, readings, or personal experience to support comments.
Clarity & Mechanics	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.	Communicates in friendly, courteous and helpful manner with some errors in clarity or mechanics.	Contributes valuable information to discussion with minor clarity or mechanics errors.	Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of grammatical or spelling errors.
Total Points Possible: 10				

EXAMS: There are 4 exams that cover approximately 3 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 60 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. *We have exam 1 (Chapters 1-3) on week 4, exam 2 (Chapters 4-6) on week 8, exam 3 (Chapters 7-9) on week 12, and exam 4 (Chapters 10-12) on week 15.*

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. Everyone has two attempts on each exam. The higher grade will be selected as your official grade.

These will be INDIVIDUAL exams and are not intended for any type of group work.

Group Paper

Topic: TBD

Please watch the following video "Shopify Ecommerce: Marketing Strategy" (<https://www.linkedin.com/learning/shopify-ecommerce-marketing-strategy/how-to-build-your-shopify-store-for-success?u=79322132>) and then work on the group paper's topic "**If you are a company manager, how to sell your product(s) online successfully?**". Your company can be any type of company (e.g., Amazon, Walmart, Best Buy, etc.) which exists in the current business market or from your assumption. You need to find the best-match team members by yourselves. Each team can have 1-8 members. If you cannot find any team member, you need to work the team project by yourself. **Required at least 12 pages' FULL content with Word size 12 and double-spaced (title page and references are excluded). Please follow the detailed structure exactly (listed in the following table) to write your paper.** One member will submit the group paper (in its entirety) to the Dropbox with all names alphabetically in the paper. **The due date for group paper is May 3, 2024.**

IMPORTANT: turnitin.com will be used to check the submitted papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade "A" project, its turnitin must be less than 10%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.** **All works must be completed on time. Late submissions will not be acceptable.**

Each team member should contribute to the team project equally. If half of your team members complain about your contribution, your grade will be deducted at least 30 points. If you satisfy with your team member performance, no any evaluation is needed.

Paper Structure

1) Introduction 2) Company overview 3) Market opportunity overview	30 Points
Marketing Mix 4) Product Strategy 5) Pricing strategy 6) Promotion & advertising plan 7) Place/distribution strategy Competitive Analysis 8) 4Ps' comparisons with competitors 9) Strengths' comparisons with competitors 10) Weaknesses' comparison with competitors	70 Points

Assessment Method: Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for specific grading criteria.

Each group has ONE opportunity to ask my feedback on your paper draft. However, please double-check your grammar and English writing before you send your paper to me and ask my feedback.

Group Paper Rubric 2

	Proficient	Needs Improvement	Unacceptable
30	Utilized appropriate theories and concepts and applied correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application. (15-24 points)	Did not utilize or apply theories or concepts correctly (0-5 points)
30	Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (15-24 points)	Did not address the key requirements and/or questions of the assignment (0-5 points)
20	All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication and other group challenges. (15-20 points)	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance group work with limited success in overcoming communication and other group challenges. (10-14 points)	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and failed to overcome communication and other group challenges. (0-5 points)
20	No errors in structure, sentences, spelling, grammar, or APA formatting (20 points)	Minor errors in structure, sentences, spelling, grammar, or APA formatting (6-10 points)	Major errors in structure, sentences, spelling, grammar, or APA formatting (0-5 points)
100	100 - 90	89 - 70	69 - 50

COURSE SCHEDULE

Week 1

- Please read syllabus very carefully
- Read chapters 1-2

Week 2

- Please read chapter 3
- **Please complete Discussion 1; Deadline is Sunday 1/25 at 11:30pm**

Week 3

- Please read chapters 1-3 again

Week 4

- **Exam I (CH 1-3); Deadline is Sunday 2/8 at 11:30pm**

Week 5

- Please read chapters 4-5

Week 6

- Please read chapter 6
- **Please complete Discussion 2; Deadline is Sunday 2/22 at 11:30pm**

Week 7

- Please read chapters 4-6 again

Week 8

- **Exam II (CH 4-6); Deadline is Sunday 3/8 at 11:30pm**

Week 9

- Please read chapters 7-8

Week 10

- Please read chapter 9
- **Please complete Discussion 3; Deadline is Sunday 3/29 at 11:30pm**

Week 11

- Please read chapters 7-9 again

Week 12

- **Exam III (CH 7-9); Deadline is Sunday 4/12 at 11:30pm**

Week 13

- Please read chapters 10-11
- **Please complete Discussion 4: Deadline is Sunday 4/19 at 11:30pm**

Week 14

- Please read chapter 12

Week 15

- **Exam IV (CH 10-12); Deadline is Sunday 5/1 at 11:30pm**

Week 16

- **Please complete group paper; Deadline is 5/5 at 11:30pm**

COMMENT ON ACADEMIC HONESTY

There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

PLAGIARISM

Plagiarism represents disregard for academic standards and is strictly against University policy. Plagiarized work will result in an "F" for the course and further administrative sanctions permitted under University policy. Guidelines for properly quoting someone else's writings and the proper citing of sources can be found in the APA Publication Manual. If you do not understand the term "plagiarism", or if you have difficulty summarizing or documenting sources, contact your professor for assistance.

TECHNOLOGY REQUIREMENTS**LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

The instructor's communication response time and feedback on assessments are stated clearly.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

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>

TAMUC 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 Texas A&M University-Commerce 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

Texas A&M University-Commerce

Gee Library- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

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

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

Nondiscrimination Notice

Texas A&M University-Commerce 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 Texas A&M University-Commerce 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.

AI use policy [May 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty