



Course Name: MKT&MGT 422.01W: E-Commerce

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Preferred Form of Communication: **Email is the preferred method of communication in this class; emails will be sent to students' East Texas A&M accounts ONLY. Students must routinely check their email.**

Course Overview and Objectives

The topic of this course is the emerging electronic commerce (e-commerce) industry. The course covers essential business processes, such as operations, marketing, supply chain, finance, and others, that underpin this digital business model. The course covers the infrastructure, key technologies, economic and technological factors, and functions of electronic commerce, and business-to-consumer and business-to-business online models.

Additionally, this course examines e-commerce web analytics and how it supports website design analysis, website marketing, and online user experience effectiveness. To build up successful online marketplace tactics and experiences, one must learn the appropriate success metrics to create effective e-commerce strategies.

This course aims to help students gain a theoretical understanding of the current online marketplace, including online consumer behavior and external factors affecting the industry. The course includes content on evaluating the skills, principles, and framework of e-commerce operations, management, marketing, and strategy. The course is also intended to build your foundational knowledge and critical-thinking abilities for competing and strategizing in the rapidly evolving digital e-commerce business model.

Learning Objectives

After completing this course, students will be able to:

- Understand the key concepts of e-commerce, digital business, and transformation in today's disruptive business climate
- Analyze e-commerce website methods, design, and customer experiences
- Evaluate online marketplace business models to include B2C and B2B channels
- Implement application activities to showcase the best practices in various business

discipline functions and value chains that support e-commerce, including finance, supply chain, operations, marketing, customer service, and others

- Apply the framework of e-commerce strategy planning, analytics, and execution
- Examine the role of online customer behavior in e-commerce business

Course Material is Stukent's "E-commerce: Essentials of Online Business" digital courseware

To buy and access the ebook and assignments and exams, please go to pay and register by going to this link here: <https://join.stukent.com/join/C34-07F>

COURSE GRADING: Final grades are based on the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Chapter Quizzes 150 points

Google Analytics 4 Certification Assignments 100 points

Expert Sessions 39 points

Midterm exam 150 points

Final exam 150 points

Total (589 points)

Assignment: Google Analytics 4 Certification

For this assignment, the goal is to become Google Analytics 4 certified. Google Analytics 4 is the latest edition of the most widely used e-commerce and web analytics tool in the world. The best part of getting certified is that it's FREE!

You will need a Gmail account in order to sign up. You may use an existing personal Gmail account, a school email address connected to Gmail, or [create a Gmail account](#).

Instructions

After you have an identified Gmail account, access and enroll in the [certification and training](#).

There are four modules to complete before taking a certification exam. Each module is approximately 45 minutes to 1 hour in length.

Complete these four modules:

1. Get Started using Google Analytics (GA4)
2. Manage GA4 Data and Learn to Read Reports
3. Dive Deeper Into GA4 Data And Reports

4. Use GA4 with Other Tools and Data Sources

It is highly beneficial to you to complete the modules and take time to study the material before beginning the exam.

You have 1.3 hours to take the exam and need a minimum score of 80% to become certified. For this class, the Chapter 5 Assignment is pass/fail — as long as you pass the exam, you will get full credit for the assignment.

If you fail the certification exam for any reason, you may retake it, but you must wait a full 24 hours before you are allowed to retake it. When you have passed the exam, you will receive a certificate. Submit to the Dropbox a JPEG, PNG, or PDF copy/screenshot of your certificate to get credit for this assignment.

Once you are finished, congrats! You are now Google Analytics 4-certified, which you can include on your resume and share with current or future employers. It will help bring the tangible analytics methods and concepts you learned in this courseware to life!

PLEASE NOTE: All work must be completed by the due date. Any late work will be graded as zero. No extensions or make-up 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.