J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 282   **Credits:** 3

Course Title: Principles of E-Commerce

Course Description: Studies on-line business strategies and the hardware and software tools necessary for Internet commerce. Includes the identification of appropriate target segments, the development of product opportunities, pricing structures, distribution channels, and execution of marketing strategies. Lecture 3 hours per week.

General Course Purpose: With the explosive growth of the Internet, businesses are moving a majority of their marketing online. The Internet and other information technologies have created many interesting and innovative ways to provide customer values. Web sites for marketing communication and customer support are an integral part of marketing strategies   Communicating via social media, social networks (such as Facebook and LinkedIn), and online communities (such as You Tube, Twitter, etc.) give businesses the opportunity to reach customers globally.

Course Prerequisites and Co-requisites:
None

Student Learning Outcomes:
Upon completing the course, the student will be able to