

Osaka Gakuin University 2011-2012 Fall Semester

Internet-based Marketing: E-Commerce through Social Networking

Instructor :

Jaffer Hussainee

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Lesson : Monday, Thursday 12:50-14:20

Office: N/A

Office Hours : By appointment

Subject code : 1033

Course Description:

The Internet gave companies new opportunities to establish one-to-one marketing and sales channels to consumers. Visa versa, Internet also gave consumers places to exchange their opinions on products and services, which have grown into a formidable-force that companies need to contend with. This course provides a review of key Internet technologies and then moves on to case studies of selected internet companies that are effectively utilizing the capabilities of Web2.0 to address this opportunity. The students will learn how to plan and implement Internet advertising and marketing techniques, including, how to utilize the phenomenon of social networking and services. The students learn by discussing and analyzing each topic from the perspectives of, business, technology, and the impact on society. Where possible, the course attempts to keep a Japanese culture and business focus while discussing important topics. All case studies and assignments are focused on Japan and Japanese companies.

Resources

Text Book

Kenneth C. Laudon, Carol Buercio Trave, E-Commerce 2010: Business, Technology, Society, 6th Ed. (Prentice-Hall, 2009) Pearson

International Edition is available. ISBN 978-0-13-610057-7

Reference Books

Most of the reference reading will be from material available on the web. Students can choose to use other books related to the topics under discussion to prepare their assignments and examinations.

Shared Material & Information (For Registered Students Only)

A securely shared internet folder containing class information, handouts, reading assignments, and lecture notes will be available.

Students registered for the class will be asked to provide their e-mail address to the instructor to get access.

Evaluation

Student Evaluation Criteria

Course attendance and participation (20%)

2 Assignments (15% + 15%)

Mid Term report & Presentation (25%)

Final Report & Presentation (25%)

Course Evaluation

To be conducted in the last class by using a standard form designated by the University.

Notes:

Method of Instruction

The course contents are presented interactively using case studies of global and local companies involved in e-Commerce. Students are expected to raise questions and participate in discussions on each topic. Students are also expected to prepare and speak on major course topics and demonstrate their learning from case studies. Assignment 1 and 2 will be selected case studies or topics that will give students opportunity to be innovative and demonstrate out-of-box thinking. Each student will also prepare and present their analysis of a situation using a mid term and a final case study.

Course Schedule:

Week of	Scheduled Classes On		Topic(s) Covered
Week of	Scheduled Classes On	Topic(s) Covered	Topic(s) Covered
	Monday	Wednesday	
Sep. 11 - 17	Sep. 12	Sep. 14	Introductions & Review of Marketing Concepts e-Commerce Business Model;
Sep. 18 - 24	Sep. 19 <i>No Class</i>	Sep. 21	Brief History of Internet & e-Commerce - Japanese contributions Assignment 1 - Start
Sep. 25 – Oct. 1	Sep. 26	Sep. 28	Introduction to Internet Technologies – Infrastructure
Oct. 2-8	Oct. 3	Oct. 5	Introduction to Internet Technologies – Building an e-Commerce store – Focus on Japan Assignment 1 Due / Assignment 1 Presentations
Oct. 9-15	Oct. 10 <i>No Class</i>	Oct. 12	Servers, Security and Payment Systems –
Oct. 16–22	Oct. 17	Oct. 19	Servers, Security and Payment Systems - How cultural dimensions play a role in acceptance and adoption. e-Commerce Marketing Concepts Mid-Term Case Study – Start
Oct. 23 – 29	Oct. 24 <i>No Class</i>	Oct. 26	e-Commerce Marketing Communications – Comparison of Japanese style marketing communication with other countries.
Oct. 30 – Nov. 5	Oct. 31	Nov. 5	Ethical, Social, and Political issues in e-Commerce – How cultural dimensions of a countries differ and impact these issues
Nov. 6 – 12	Nov. 7	Nov. 9	Mid-Term Case Study – Due / Student Presentations On line Retailing & Services – Japanese Style
Nov.13 – 19	Nov. 14	Nov. 16	Student Assignment 2 – Start

			On-line Content & Media – Japanese Impact
Nov. 20 – 26	Nov. 21	Nov. 23 <i>No Class</i>	Social Networks, Auctions & Portal, BLOGS, Tweets,...
Nov. 27 – Dec. 3	Nov. 28	Nov. 30	Student Assignment 2 – Due Student Assignment 2 – Presentations Social Networks, Auctions & Portal, - Adoption and acceptance in Japan Consumer Generated Media – Japanese concepts and contributions
Dec. 4 – 10	Dec. 5	Dec. 7	Mobile E-Commerce – The case of Japan Final Case Study – Handed Out
Dec. 11 – 17	Dec. 12	Dec. 14	Business to Business e-Commerce
Dec 18 - 24	Dec. 19	Dec. 21	Business to Business e-Commerce - – Adoption and impact on Japanese companies. Final Case Study – Due Final Student Presentations Evaluations