

**Hagerstown Community College**  
**MASTER SYLLABUS**

**COURSE:** MGT 201: E-Commerce in the Business Environment - 3 Credits

**INSTRUCTOR:** James Pierne      **SEMESTER/YEAR:** Spring, 2016

**COURSE DESCRIPTION:** This course explores the key trends in e-business, e-commerce, and e marketing—how the traditional marketing concepts and functions are being transformed to adapt to the digital environment. This course also examines the advantages and disadvantages of digital age marketing and focuses on the convergence of media to increase or create businesses' market presence. Products, services, and information-based marketing strategies, including B2B, B2C, B2E models, are also explored.

**TEXTBOOK:** eMarketing: The Essential Guide to Online Marketing by Rob Stokes, Flatworld Knowledge, Version 1.0, 2010

**GENERAL COURSE OUTCOMES:**

The student will be able to:

- Critically analyze and evaluate issues derived from the Social Sciences utilizing appropriate methodologies
- Demonstrate how culture, society and diversity shape the role of the individual within society and human relations across cultures

**MINIMUM CLOCK HOURS REQUIRED FOR THIS COURSE:  
FACE-TO-FACE CLASSES**

<b>ASSIGNMENT/ASSESSMENT</b>	<b>CLOCK HOURS</b>
In-class instruction, including: 1. Examination #1: Mid-Term 2. Examination #2: Final	37.5 hours
Projects - #1 and #2	20 hours
Assigned reading	50 hours of reading, taking notes, etc.
Discussions	14 hours
Quiz Assignments	7 hours
Projects - #3 and #4	10 hours
Studying for Exams	10 hours

**TOTAL HOURS: 148.5 HOURS**

## ONLINE SECTIONS

ASSIGNMENT/ASSESSMENT	CLOCK HOURS
Projects - #1 and #2	20 hours
Assigned reading; News Forum Reviews; Notes	82 hours
Discussions	14 hours
Quiz Assignments	7 hours
Projects #3 and #4	10 hours
Studying for Exams	10 hours

**TOTAL HOURS: 143.0 HOURS**

**Services for Students with Disabilities:** Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at [dss@hagerstowncc.edu](mailto:dss@hagerstowncc.edu) or at 240-500-2530.