

 <p>ITAM Information Technology & Administrative Management Central Washington University</p>	<p>RMT350 Critical Issues in Retailing Course Syllabus - 4 credits</p>
---	---



COURSE DESCRIPTION

This course examines the progress and potential of the WWW for the management, marketing, selling, promoting, and distributing of retail goods and services. Topics will include:

- History of e-commerce and the impact on today's retailing environment
 - Social impact of retailing e-commerce
 - Retail strategies on the Internet
 - Technology issues, including basic infrastructure, security, and agents
 - Shopping and search and their implications for retailing strategies and structures
- Pricing, packaging and distribution of information goods
 - Business-to-consumer (B2C) commerce
 - On-line customer service
 - Financial markets and payment systems

PURPOSE OF COURSE

The technology revolution has provided retailers with tremendous opportunities for increasing the efficiency and effectiveness of doing business. The class will introduce the student to the many ways in which basic retailing functions can be enhanced through effective use of information technology and the Internet. The course will explore electronic commerce from a theoretical and applied perspective. The area of emphasis will be retailing on the Internet.

COURSE OBJECTIVES

We will develop an awareness and understanding of the relevant issues, advantages and disadvantages, and specific techniques involved in using the Internet to assist in the production and marketing of retail goods and services and providing service to our stake holders.

Upon completion of this class, you will be able to:

- Describe the history of the Internet and retail electronic commerce
- Understand the driving forces of retail e-commerce
- Understand how the Internet can be helpful in the marketing and service of your retailing products and/or services
- Understand how the Internet can be used to provide better service to your stake holders; customers, suppliers, owners, employees, etc.,
- Describe the different capabilities of the Internet and how each one can be used to redesign retailing practices. The technology revolution has provided retailers with tremendous opportunities for increasing the efficiency and effectiveness of doing business. The class will

introduce the student to the many ways in which basic retailing functions can be enhanced through effective use of information technology and the Internet.

- Describe how the Internet works, what it can and cannot do well, retail site security, etc.
- Understand the social impact of e-commerce retailing
- Apply your retail business and Internet skills by developing a personal e-commerce business

LEARNER OUTCOMES AND PERFORMANCE INDICATORS

Upon completion of this course, you will be able to:

METHODS OF INSTRUCTION

Learner Outcome	Assessment
1. Acquire knowledge and understanding of the history of e-commerce and its impact on retailing of the 21st century.	Participate in class discussions and complete homework assignments which demonstrate knowledge and understanding of e-commerce concepts.
2. Acquire knowledge and understanding of the framework of e-commerce and its special characteristics.	Participate in class discussions and complete homework assignments which demonstrate knowledge and understanding of e-commerce.
3. Critic the e-commerce of small, medium, and large web-based retailers.	Review, compare and analyze various Internet web sites that promote retail e-commerce.
4. Describe and apply the steps in setting up a e-commerce retail business.	Develop and present a personal e-commerce retail business web site.
5. Consult and create a web-based e-commerce site with a local retail business.	Develop and present a personal e-commerce retail business web site.
6. Describe and understand e-commerce retail pricing concepts and strategies.	Identify and provide examples of how retail businesses price products and services on the web.
7. Describe and understand the elements involved in a business's web-based communication with its customers.	Identify and provide examples of how retail businesses communicate with their customers via the web.
8. Discuss and identify unique aspects of the e-commerce service retailing.	Identify and provide examples of web-based service retailing.
9. Describe the advantages and disadvantages of posting web-based electronic resumes.	Demonstrate competence in posting a resume to the WWW/Internet.
10. Competent in the use of electronic mail, web page development and Power Point presentation.	Demonstrate competence in the use of electronic mail, web page development and Power Point.
11. Incorporate technology into presentations and assignments.	Demonstrate and provide evidence of technology in presentations and written assignments.
12. Understand how computers and the World Wide Web can be used in retail business.	Demonstrate the ability to use the Internet/WWW to locate information provided by businesses and government agencies, as well as develop a small business web page.

This course is taught using a variety of methods, with hands-on activities and group discussion emphasized. In addition, independent study activities, demonstrations, guest speakers, lectures, and the Internet/WWW will be utilized.

Textbook and Other Required Materials:

Electronic Commerce: A Managerial Perspective, Efraim Turban, Jae Kyu Lee, Dave King, Judy McKay and Peter Marshall. Publisher: Prentice Hall

Access to CWU eLearning Blackboard web site (<http://courses.cwu.edu>)