Accounting
Course Number: 22:630:633
Course Title: Retail Marketing in a Digital World MS

COURSE DESCRIPTION

The E-Commerce landscape has advances significantly over the last 25 years. There have been disruptive innovations in business models, selling tools, fulfillment options, supply chain efficiency, and ways to engage and delight consumers.   New players have emerged, brands have had to adapt, and some businesses have become obsolete.

In this class, we'll explore the evolution of E-commerce, how online sales and marketing permeate everything we see and do and learn about the technologies and processes that power retail marketing in a digital world. The ever-changing nature of this market means things are constantly being improved and we'll discuss that as well.

From brands to technology platforms to pure play online retailers to brick and mortar and supply chain, even social media and online promotion, we'll touch on it all. We'll kick off with fundamentals on business models and how digital technologies have changed how B2B and B2C models can go to market. We'll investigate how E-Commerce is transforming the way consumers behave and how consumers are transforming the way retailers behave. We will cover the technology backend that's integrated with ECommerce as well as the implication of these technologies and opt-in marketing on our privacy and security. The course will include multiple experienced professionals who will join as guest lecturers to cover E-Commerce and its supply chain in their companies. Lastly, we'll bring it all together with an assignment to develop an E-Commerce business model to ensure that you learn how to think about online selling to solve future marketing and sales challenges you may face.

COURSE MATERIALS

- Required Materials:
    o Kenneth C. Laudon, Carol Guercio Traver: E-Commerce 2019: Business, Technology and Society, 15th ed., 2019
    o Case Study: Should a Direct-to-Consumer Company Start Selling on Amazon?
    o You are required to download and read articles corresponding with each course topic, as specified in the Course Schedule on Canvas
- Check Canvas and your official Rutgers email account regularly.
- Hardware & Software Requirements:

- o Student systems should capably support a full Windows10 Professional environment with Office365, RBS course-specific applications and virtual computing environments. Minimum recommended requirements include:
    - I5 Processor
    - Windows 10 Professional
    - 8gb of RAM
    - 256gb hard drive
    - 720p webcam § Internal mic

  - o Students should be able to download most needed software from RU software portal: https://it.rutgers.edu/software-portal/

LEARNING GOALS AND OBJECTIVES

- This course is designed to help students develop skills and knowledge in the following area(s):
    - o Understanding and appreciation for the history of the evolution of the E-Commerce industry and the implications for retailers and other businesses
    - o Understanding of why E-Commerce is important and the technological, business and social forces that have shaped it
    - o Understanding, evaluation, and synthesis in different business models and how they evolve over time.
    - o Knowledge of the various models and components of online selling o Understanding of the components of a strong E-Commerce strategy: Amazon optimization, own website sales, 3rd party fulfillment, supply chain management, and native brands
    - o Understanding of how emerging and current E-Commerce technologies are changing retail/sales practices now and trends that will impact the future
    - o Fintech, Privacy and Security considerations for implementing E-Commerce and related technologies

- Students develop these skills and knowledge through the following course activities and assignments: o Students will be prompted to check their knowledge of key concepts at the end of each module through short multiple choice quizzes
    - o Critical thinking will be exercised and strengthened via online case discussions and Writing Assignments

      o Students will have to apply knowledge and synthesize results through more in-depth midterm and final projects.

        - • The midterm will require students to apply their learnings on E-Commerce business models and the impact of technology to evolve models by delving into Amazon.com's storied history
        - • The final assignment requires developing the business model for an ECommerce business incorporating considerations for marketing strategy, goto-market fulfillment solutions, and privacy and security concerns.

COURSE DELIVERY MODE

This is a fully online, asynchronous, class-paced course taught on the Canvas learning management system. To access the course, please visit https://canvas.rutgers.edu/. All live, scheduled events for the course, including my office hours, are optional.

For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-932-4702.

ACADEMIC INTEGRITY

I do NOT *tolerate cheating*. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.

- Be sure you are logging into the course in Canvas regularly, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.

- Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 5-9 hours per week.

- All live sessions, including instructor office hours, are optional. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.

CLASSROOM CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you don't is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.

- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.

- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.

- I will reply to e-mails within 24 hours on weekdays. Please include the Course Number in the subject line of your email.

GRADING POLICY

Final course grades are calculated out of 100%, broken down as follows:

- Assessment Quizzes 10%
- Discussion Boards 25%
- Writing Assignments 15%
- MidTerm Assignment: The Evolution of Amazon's Business Model 20%
- Final Assignment: E-Commerce Business Model and Go-to-Market Strategy 30%
  =====
  100%

Module Quizzes (10% of final grade): Check your knowledge quizzes will be used throughout to ensure that you are following the material. All of the quizzes in aggregate will count for 10% of the final grade – that means no single quiz will be worth a significant portion of the grade.

Discussion Boards (25% of final grade): Throughout the course there are thought questions posed to be discussed in the online discussion boards. The discussion board provides the ability for asynchronous discussions to occur over a period of time. Students are able to gather their thoughts and ideas before posting and sharing their reflective responses, which leads to more in-depth learning

Writing Assignments (15% of final grade): In addition, there are opportunities for students to apply their thinking in Writing Assignments. These assignments require more in-depth thought and analysis ask the student to provide their unique point of view.

MidTerm Individual Project (20% of final grade): The MidTerm project is a 5-10 minute video presentation on the E-Commerce company of your choice, how its' business model changed over time, noting key factors that influenced the company's trajectory. The assignment details are available on Canvas at http://onlinelearning.rutgers.edu

Final Group Project (30% of final grade): The final project will be a 15-20 minute video presentation applying the leanings from the course to developing a go-to-market strategy and business model for an ECommerce company. The assignment details are available on Canvas at http://onlinelearning.rutgers.edu

The final course grade will be as follows.

A	94.0% +
A-	90.0 - < 93.9
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0
C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

COURSE SCHEDULE

	Topic	Readings	Assignments
1	**Introduction to E-commerce**	E-Commerce Chapter 1 *E-Commerce 101 + The History of Online*	Discussion Board

	Topic	Readings	Assignments
		Shopping: What The Past Says About Tomorrow's Retail Challenge	
2	**Business Models and Concepts**	E-Commerce Chapter 2 pages 55-73 *Business Model Canvas* *Best Buy Case Study*	Writing Assignment
3	**E-Commerce Business Models**	E-Commerce Chapter 2 pages 73-98 *Value Chain* *What is Disruptive Innovation*	Discussion Board
4	**E-Commerce Consumer Behavior**	E-Commerce Ch 6 *Digital Divide - a critical analysis* *Conversion Funnels by Digital Marketer* *Best Practices for E-Commerce*	Discussion Board
5	**Amazon Today and Tomorrow**	*Do you trust Jeff Bezos with your life?* *Is Amazon Unstoppable*	Writing Assignment Discussion Board
5.5	**BONUS MODULE (Optional) History of Amazon.com**	*Amazon's Flywheel* *NY Times - Amazon.com Is Expanding Beyond Books* *Why Amazon's 1 Click Ordering was a Game Changer* *Revisiting Amazon Dot Bomb - 16 Years Later The little-known deal that saved Amazon from the dot-com crash* *Amazon Selling Its Own Clothes Actually Makes alot of Sense* *Amazon's Amazing Failure i n China*	*n/a*

6	**E-Commerce Go To Market Strategies**	*4 Reasons why Wire-Frames are Important during Website or Mobile App Development*	Discussion Board
			Quiz
		What is Content Marketing? *What is Order Fulfillment? Define Your Process & Strategy in 2019* *Amazon FBA Best Practices* *How does Shopify Work* *Shopify plus stores*	
7	**B2B E-Commerce & Supply Chain**	E-Commerce Ch 12 *Roadmap: B2B Marketplaces*	Discussion Board
			Quiz
8	**Digitally Native Vertical Brands (DNVBs) & Direct to Consumer (DTC)**	*How Caspers Founders Built a Billion Dollar Matterss Startup* *Changing Consumer Expectations* *Definition of Digitally Native Vertical Brands (DNVBs)*	Discussion Board
		Don't Give Legacy Brands What is a MicroBrand	
9	**Internet Technology**	E-Commerce Ch 3 *Evolution of the Internet Funny Stories* *How the international internet exchange operates* *The 4 Layer Internet Model* E-Commerce Ch 3 *Evolution of the Internet Funny Stories* *How the international internet exchange operates* *The 4 Layer Internet Model*	Quiz
10	**Small Business E-Commerce**		Quiz
11	**Privacy and Security**	*Video: Why Privacy Matters TED Talk* *CHROME Building a more private web* *Zero-Party Data: An Explainer* *Instead of surveillance, what if we told advertisers what they wanted to know?* *The security and privacy issues that come with the Internet of Things* *Sorry, your data can still be identified even if it's anonymized*	Discussion Board
12	**Future of E-Commerce**	*B2B eCommerce: Here's What Every B2B Company Needs to Know* *The rise of premium private label*	Discussion Board

SUPPORT SERVICES

If you need accommodation for a ***disability***, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office

of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]

[Rutgers Counseling and Psychological Services–New Brunswick: http://rhscaps.rutgers.edu/]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]

[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of *legal* services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc

[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]

[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:

  - Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

  - Students must sign, date, and return a statement declaring that they understand this syllabus.]