

BADM 378 – Marketing for E-Commerce

Spring 2008

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| Date | Lecture Material | Chapter | **Assignment** |
|  |
| Jan. 16 (Wednesday) | First day classes |  |  |
| January 21st (Monday) Martin Luther King Jr. Day- No Class |
| FOUNDATIONS |
| Jan. 23(Wednesday) | Introduction | CH 1 |  |
| Jan. 28 (Monday) | A Digital World | CH 2 |  |
| Jan. 30 (Wednesday) | Networks | CH 3 |  |
| Feb. 4(Monday) | Individuals Online | CH 4 | ***Marketing Plan Outline Due*** |
| Feb. 6 (Wednesday) |  |  |  |
| ESSENTIAL SKILLS |
| Feb. 11 (Monday) | Web Business Models | CH 5 |  |
| Feb. 13 (Wednesday) |  |  |  |
| February 18th (Monday) President’s Day- No Class |
| Feb. 20(Wednesday) | Online Branding | CH 6 |  |
| Feb. 25 (Monday) | Usability, Credibility and Persuasion | CH 7 |  |
| Feb. 27(Wednesday) | Traffic Building | CH 8 |  |
| Mar 3(Monday) |  |  | ***Navigation Analysis Due: March 1*** |
| Mar. 5 (Wednesday) | Personalization | CH 9 |  |
| Mar. 10 (Monday) | Creating Commitment | CH 10 |  |
| Mar. 12 (Wednesday) |  |  |  |
| March 17th-21st (Monday-Friday) Spring Break- No Class |
| March 24th (Monday) Easter Break- No Class |
| Mar. 26(Wednesday) |  |  |  |
| Mar. 31 (Monday) | Innovation and the Net | CH 11 |  |
| Apr. 2(Wednesday) | Pricing | CH 12 |  |
| E-COMMERCE |  |  | ***Viral Brief due*** |
| Apr. 7(Monday) | Internet Retailing | CH 13 |  |
| Apr. 9 (Wednesday) | Consumer Channels | CH 14 |  |
| Apr. 14 (Monday) | B2B e-Commerce | CH 15 |  |
| Apr. 16 (Wednesday) | Online Research | CH 16 |  |
| Apr. 21 (Monday) | Organizing for Online Marketing | CH 17 |  |
| Apr. 23(Wednesday) | *SD* |  | Written Plans Due |
| Apr. 28(Monday) | *coPILOT**Jook**Vetter* |  | TEST DISPUTES DUE |
| Apr. 30(Wednesday) | *Gray Planner**Amanda**Kurt* |  |  |
|  | **Finals Week – May 5th-9th** May 7th – 3:10 |  |  |