

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 | |  | |  |