



Tips for Succeeding in this Course

1. **Read** the textbook before the material is covered in class.
2. **Attend** all scheduled classes.
3. Actively **participate** in all in-class discussions and activities.
4. **Review** the topic questions in the course schedule before each quiz and exam.



Fall 2004 Class Schedule

Date	Topics / Key Questions	Reading
Sep 14/16	<p>Introduction/E-Commerce Marketing Fundamentals Quiz - Tuesday, September 14 Chapter 1 Quiz - Tuesday, September 14</p> <ul style="list-style-type: none"> - What is MARKETING? What is a MARKET? - Describe the evolution of the 4 MARKETING ORIENTATIONS. - Describe in detail the 6 elements of the MARKETING PROCESS. - Discuss the following emerging issues in marketing: CUSTOMER RELATIONSHIP MANAGEMENT, DATABASE MARKETING, TECHNOLOGY, THE INTERNET and E-COMMERCE, GLOBALIZATION, CONTINUOUS IMPROVEMENT, and SOCIAL RESPONSIBILITY. - What is E-BUSINESS? What is E-COMMERCE? Describe the typical target market for the Internet medium. Describe how people on the Internet react and respond differently from typical consumers. Differentiate between the B2C and B2B E-COMMERCE. List and explain the 3 INTERNET MARKETING OPPORTUNITIES. List and explain the 7 KEY MARKETING FUNCTIONS that the Internet can perform. 	<p>Chapter 1</p> <p>p. 469-77</p>
Sep 21/23	<p>Marketing Environment Chapter 2 Quiz - Tuesday, September 21</p> <ul style="list-style-type: none"> - Explain the relationships... 	





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Date	Topics / Key Questions	Reading
Nov 2/4	Product Management Chapter 9 - Tuesday, November 2 -Describe the PRODUCT LIFE CYCLE. What are the marketing implications at each stage? Discuss at each ^e	Chapter 9

