

E-Commerce (ECOM)

ECOM 100: Introduction to E-commerce

This course provides an introduction to the technology and history of the internet and its use as an electronic commerce medium from informational websites to full online retail systems. Included in this introductory survey course will be an analysis and evaluation of retail and business-to-business internet-based systems. Coursework includes an analysis of e-commerce websites and internet and email marketing techniques.

Credits: 3

Recommended Prep: Working knowledge of personal computer systems and the ability to operate standard web browsers and email clients comfortably. Knowledge of data communications systems would be very helpful.