

GIT 435/535 Web Management and E-Commerce

Credits: 3 Credit Hours

Prerequisites: GIT 414. You should be able to create website comps/mockups. You should also have a fairly good understanding of the concepts of usability and user-centered website design.

Instructor Information:

Name: Zuzanna Czerny

Email: zczerny@asu.edu (If emailing me, please expect at least a 24 hour delay in my response)

Slack: @zczerny

Required Textbook:

Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business.

Link to the book:

<https://www.amazon.com/Ecommerce-Evolved-Essential-Playbook-Successful/dp/1534619348>

Author, Tanner Larsson

Make sure you're purchasing the 2021 REVISED & EXPANDED Version** Completely revised and revamped with new chapters and content to put you on the cutting edge of what's working now in Ecommerce.

Course Description

E-Commerce site management, marketing analytics and e-commerce business models.

Learning Outcomes

At the completion of this course, students will be able to:

- Demonstrate an understanding of Competitor Analysis
- Demonstrate an understanding of SWOT Analysis
- Analyze and Compare E-Commerce businesses and develop a summation of findings
- Define the target audience for an E-Commerce site
- Demonstrate an understanding of target audience by producing a persona

- Demonstrate an understanding of key performance indicators for measuring E-Commerce site performance
- Demonstrate an understanding of the different types of analytic software available and produce a recommendation for an E-Commerce site
- Create an empathy map using a hub and spoke model
- Perform SEO keyword research
- Create a list of targeted keyword phrases
- Write optimized body copy based on keyword research and empathy map
- Demonstrate an understanding of the required components of a customer journey map
- Create a customer journey map
- Create a proposal for a multi-channel marketing campaign
- Identify the target market for a multi-channel campaign
- Identify channels used for a multi-channel marketing campaign
- Identify what is used to measure success of a multi-channel marketing campaign
- Compare real-time social media campaigns
- Utilize effective techniques for marketing an E-Commerce site
- Create wireframes for a homepage and shopping cart on an e-commerce site

Student Success - This is an online course. To be successful:

- check the course daily
- read announcements
- read and respond to course email messages as needed
- complete assignments by the due dates specified
- communicate regularly with your instructor and peers
- create a study and/or assignment schedule to stay on track

Grading / Percentage

A+ 98 – 100%

A 90 - 97%

B 80 – 89%

C 70 – 79%

D 60 – 69%

E/F Below 60%

Grading Procedure

Grades reflect your performance on assignments and adherence to deadlines. Graded assignments will be available within 10 days of the due date via the Gradebook.

Late or Missed Assignments

Out of courtesy, notify the instructor BEFORE an assignment is due if an urgent situation arises and the assignment will not be submitted on time. However, please be aware that extensions are not granted. Published assignment due dates (Arizona Mountain Standard time) are firm and late assignments will be docked 25% every date they are late. Please follow the appropriate University policies to request accommodation for religious practices or to accommodate a missed assignment due to University-sanctioned activities. All assignments must be completed and submitted by 11:59pm AZ Standard Time on the last day of the course.

Late quizzes will not be accepted. The quiz will become unavailable in Canvas immediately after the due date has passed and uncompleted quizzes will be automatically submitted at the time due.

Late participation in the discussion boards will not be accepted. The discussion will become unavailable in Canvas immediately after the due date has passed. No exceptions.

Submitting Assignments

All assignments, unless otherwise announced, MUST be submitted to the designated area of Canvas. Do not submit an assignment via email. Please submit all assignments in PDF format unless specifically indicated otherwise.

Communicating with the Instructor

This course uses Slack for general questions about the course. Prior to posting a question, please check the syllabus, announcements, and existing posts. If you do not find an answer, post your question. You are encouraged to respond to the questions of your classmates.

Email or Slack questions of a personal nature to your instructor. You can expect a response to both your discussion forum post or an email within 48 hours. Please use ONLY your ASU Gmail account to send an email to the instructor so that you can be identified as a student in this course.

Slack

Slack is the preferred communication method for this course. All communications should occur through Slack, and is the quickest way to get a reply from the instructor. If you have assignment questions, be sure to post them at least 48 hours before an assignment is due. This grants you and your instructor time to communicate about the topic.

Slack is a popular chat communication tool and quickly becoming an industry standard. As of May 2019, 65 of the Fortune 100 companies are using Slack, not to mention universities like MIT and ASU who are adopting it across the institution. Slack is extremely accessible on the web, on desktop systems (Windows and Mac alike), and on mobile devices. In most cases, it's the fastest and most direct way to communicate outside of being in the same room, especially to

ask a quick question or share a link or resource. Students are added to the Slack workspace based on their official enrollment in this class; no specific invitations are necessary.

As ASU will be adopting Slack more and more, it is essential that students become familiar with this tool. Please visit the [Slack at ASU](#) website for more information.

In GIT435/535, we use Slack for:

- Communicating directly with instructors and classmates (including follow-up conversation on grades, absences, and other course dynamics.)
- Reading class-wide updates from the instructor
- Asking questions to the class at large
- Completing certain Exercises such as scavenger hunts and discussions

Online Course

This is an online course. There are no face-to-face meetings. You can log into your course via MyASU or <https://my.asu.edu>.

Netiquette

Etiquette expectations for online discussions, email and other forms of communication are referred to as "netiquette". Here are a few Netiquette rules you should keep in mind:

- Respect individuals. Call each other by name. Get to know your classmates. Treat other people like you'd want to be treated. Be pleasant and polite.
- Be wary of sarcasm. In person, sarcastic comments can be funny and break up a tense situation. Online, it's hard to tell the difference between when someone is being sarcastic and when someone is genuinely being rude.
- Assume that what everyone else writes was meant in the best possible way, even if it sounded a little curt or terse. Assume what you write could be taken in the worst possible way, even if you're sure the people you're talking with know you mean no harm.
- Don't make it personal. If you disagree, focus your criticism on the view you're disagreeing with, and not the person who holds it. If someone disagrees with you, understand that it's not a personal attack on you, but a matter of not being persuaded by your view.
- No "Flaming". Flaming is a form of verbal abuse when someone intentionally attacks or disrespects someone for any reason. Disagreeing and sharing a different point of view is strongly encouraged, but don't do it in a harassing manner.
- Comply with Copyright law and Academic Integrity policies. Properly cite sources you use, and be honest in your communication. For more on this, see: <https://provost.asu.edu/academicintegrity>

- Use proper grammar and spelling. Typos and basic spelling mistakes will happen, but if it's distracting from your message, it won't be as well received. Don't make everyone else work to figure out what you mean.
- Visit this page for some additional advice:
<http://www.onlinecolleges.net/2011/08/05/using-online-course-etiquette-to-succeed-in-online-classes/>

Email and Internet

ASU email is an official means of communication. among students, faculty, and staff. Students are expected to read and act upon email in a timely fashion. Students bear the responsibility of missed messages and should check their ASU-assigned email regularly.

All instructor correspondence will be sent to your ASU email account.

Course Time Commitment

This three-credit course requires approximately 135 hours of work. Please expect to spend around 18 hours each week preparing for and actively participating in this course.

Drop and Add Dates/Withdrawals

This course adheres to a compressed schedule and may be part of a sequenced program, therefore, there is a limited timeline to drop or add the course. Consult with your advisor and notify your instructor to add or drop this course. If you are considering a withdrawal, review the following ASU policies: Withdrawal from Classes, Medical/Compassionate Withdrawal, and a Grade of Incomplete.

Grade Appeals

Grade disputes must first be addressed by discussing the situation with the instructor. If the dispute is not resolved with the instructor, the student may appeal to the department chair per the University Policy for Student Appeal Procedures on Grades.

Classroom Behavior

For in-person courses: Cell phones and pagers must be turned off during class to avoid causing distractions. The use of recording devices is not permitted during class. In addition, until further notified, per ASU policy, faculty, staff, students and visitors, are required to wear face coverings in classrooms, labs, offices and community spaces.

For in-person and online courses: Any violent or threatening conduct by an ASU student in this class will be reported to the ASU Police Department and the Office of the Dean of Students. See SSM 104-02, "Handling Disruptive, Threatening, or Violent Individuals on Campus."

Academic Integrity & Copyright Laws

One of the core topics of this course is academic integrity. You will be discussing it further throughout the course. ASU expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. Fulton Schools of Engineering takes academic integrity VERY seriously. The Fulton Honor Code will be discussed during a future class.

Students in this class must adhere to ASU's academic integrity policy, which can be found at <https://provost.asu.edu/academic-integrity/policy>. Students are responsible for reviewing this policy and understanding each of the areas in which academic dishonesty can occur. In addition, all engineering students are expected to adhere to both the ASU Academic Integrity Honor Code, and the Fulton Schools of Engineering Honor Code. All academic integrity violations will be reported to the Fulton Schools of Engineering Academic Integrity Office (AIO). The AIO maintains a record of all violations and has access to academic integrity violations committed in all other ASU colleges/schools.

Course content, including lectures, are copyrighted materials and students may not share outside the class, upload to online websites not approved by the instructor, sell, or distribute course content or notes taken during the conduct of the course (see ACD 304–06, "Commercial Note Taking Services" and ABOR Policy 5-308 F.14 for more information).

You must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement.

Plagiarism

Although ASU encourages collaboration between students, and faculty, in the sharing of ideas and experiences, individual work needs to represent the student's original thought and be distinguishably different from other students' work. Copying from other people's work in part or in whole will result in a ZERO grade for the whole work. This includes copying from fellow classmates or from the Internet or other outside resources. Recurring plagiarism will result in obtaining an XE and reporting each student's misconduct.

Threatening Behavior Policy

Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services (see SSM 104-02). Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime. All incidents and allegations of violent or threatening conduct by an ASU student (whether on- or off-campus) must be reported to the ASU Police Department (ASU PD) and the Office of the Dean of Students.

Harassment and Sexual Discrimination

Arizona State University is committed to providing an environment free of discrimination, harassment, or retaliation for the entire university community, including all students, faculty members, staff employees, and guests. ASU expressly prohibits discrimination, harassment, and retaliation by employees, students, contractors, or agents of the university based on any protected status: race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity, and genetic information.

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <https://sexualviolenceprevention.asu.edu/faqs>.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish to discuss any concerns confidentially and privately. ASU online students may access 360 Life Services, <https://goto.asuonline.asu.edu/success/online-resources.html>.

Disability Resources

Any students who have special needs or need accommodations in this course are encouraged to communicate with me as soon as possible to make appropriate arrangements for these accommodations. The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. One element of this legislation requires that all qualified students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you believe you have a disability requiring an accommodation please contact the Disability Resource Center (DRC) at ASU Polytechnic located in Student Affairs Quad # 4 or call 480-727-1039 / TTY: 480-727-1009. Please note that students who may need accommodations must register with the ASU Disability Resource Center and provide documentation of that registration to the instructor. Students should communicate the need for an accommodation in sufficient time for it to be properly arranged. See ACD 304-08 Classroom and Testing Accommodations for Students with Disabilities.

Technical Support

This course uses Canvas to deliver content. It can be accessed through MyASU at <http://my.asu.edu> or the Canvas home page at <https://myasucourses.asu.edu>.

To monitor the status of campus networks and services, visit the System Health Portal at <http://syshealth.asu.edu/>.

To contact the help desk call toll-free at 1-855-278-5080.