

Course Outline

Course Code, Number, and Title:

MARK 2000: E-Commerce and Distribution

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

This course introduces business students to the role of the Internet in marketing and distribution. It identifies and explains the challenges and critical success factors in the effective use of the Web as a distribution and marketing tool.

Topics include an analysis of the structural changes occurring in Canadian distributions; the role and functions of channel institutions; issues in distribution channel management; the integration of distribution and the Web in marketing mix; the strategic positioning of a business; Web presence; and the logistics involved in managing an Internet marketing-based business.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Conduct an audit of consumer expectations for a retail channel
- Analyse the channel of distribution for a company to determine what needs to be changed and suggest ways to implement these changes
- Analyze the latest trends and successes in the distribution environment
- Conduct an in-depth channel evaluation for a real manufacturing company
- Learn to do analysis and synthesis of solutions for distribution scenarios

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored

on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %
Other Assessments %
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: