

**THE AMERICAN  
BUSINESS SCHOOL  
PARIS**

**COURSE TITLE : PRINCIPLES OF INTERNET MARKETING**

**COURSE NUMBER : MIS 320**

**CREDITS : 3**

**PREREQUISITE : MIS 110 & 120, MKT 210**

**SEMESTER HOURS : 45**

**OFFERED : SPRING**

**COURSE DESCRIPTION & OBJECTIVES :**

This objective of this course is to understand e-business from both theoretical and practical viewpoints. The instructor will present most material in lecture format. Students will be able to understand the concepts of successful e-business, and be able to apply these concepts to current business models on the internet.

**INSTRUCTIONAL METHODOLOGY :**

Lecture and discussion, with group reports that relate theory and practice to actual e-business sites. Emphasis will be on the practical application of theory and models, and students will be expected to contribute their personal experience on the internet as users and consumers.

**GROUP REPORTS :**

Students will present a wide variety of current topics on e-business today, such as the future of Moore's Law, the Amazon affiliate program, banner ad purchasing, Dutch auctions, Google, asynchronous learning, MIT OpenCourseware Project, cookies & privacy policies, Dell and extranets, ISO and the net, new laws affecting the internet, ICANN, etc.

Will be covered in class :

- the digital world, networks, individuals online, web business models
- customer support and online quality, personalization strategies, new product development on the web, traffic building, brand building
- online communities, pricing online, e-commerce strategies,
- internet marketing plans, organizing for the net

**TEXT : *E-Commerce Business, Technology, Society*, Laudon & Traver, 2<sup>nd</sup> Edition, 2004**

**EVALUATION :**

The final grade will be made up of class participation (20%), group oral and written presentations (20%), and a final exam (40%).