

**NorthWest Arkansas Community College
Business & Computer Information Systems Division**

BADM 2733 WEB BUSINESS STRATEGY & MARKETING (On Demand)

Catalog Description:

A business oriented study of the online business environment and the role of marketing in that environment. Case studies and business examples will be used to complement concepts and provide a real-world context. The course will concentrate on the practical, from creating a unique identity and attracting customers, to managing and promoting a site.

Prerequisite:

N/A

Credit Hours/Contact Hours/Load Hours:

3/3/3

Target Audience / Transferability:

This course is required for students seeking an AAS Degree in Web Technologies. It may also be used in other programs in the Business and Computer Information division. This course will not transfer to most 4-year institutions.

Student Learning Outcomes:

Students completing this course will:

- Describe basic marketing concepts.
- Apply E-Commerce principles in producing a marketing plan utilizing the web.
- Develop, manage, and/or create a website for marketing purposes.
- Evaluate existing companies in their use of web strategies for strengths and weaknesses.
- Use and apply common business related technology.
- Identify the key elements of the sales and collection process.
- Demonstrate an understanding of cultural differences as they apply in marketing to various groups of people throughout the world.

Topics:

- Creating an Identity
- Attracting Customers
- Management and Promotion of a Website
- Case Studies

Forms of Assessment:

Exams, Case Study Analysis, Web Assignments, and E-Commerce Marketing Plan