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**E-Commerce Syllabus** \*2018 - 2019 \*

**Teacher:** Mrs. Frahm

**Phone:** 208-482-6074 ext. 225

**E-mail:** frahmp@cossaschools.org

**Room:** 107

**Office Hours:** 8:00 a.m. – 3:30 p.m.

**Course Description:** This course is designed to provide students with an understanding of the concepts and skills necessary for conducting e-business. Students will develop an understanding of the economic, social, legal, and ethical issues related to e-business. Skill development in creating and publishing web pages and using the internet for research, decision-making, and business communication is emphasized.

**Textbook/Materials: Digital Marketing Essentials**

<https://home.stukent.com/join/095-FED>

**CLASS INFORMATION AND EXPECTATIONS**

* *Arrive to class on time*
* *Be prepared with supplies, coursework*
* *Show respect for others*
* *Ask questions!*
* *Utilize resources and time efficiently and properly*
* *Listen carefully and follow directions*
* *Engage and work hard in class*
* ***Use of cell phones or iPods are encouraged in the development of marketing concepts.***

**Attendance:** There is no such thing as an “excused” absence. Although there may be times when it is physically impossible to be present in class, this is a “reason”, not an “excuse”. Every day is important! Your success in this course is directly related to how often you are present. If you are absent, it is your responsibility to get the work and notes that you missed. If you are on campus during any portion of the school day, any scheduled quizzes or tests must be taken. It is your responsibility to come see me if you arrive late to school or leave early and miss my class period.

**Tests and Quizzes**: Students will be notified in advance of quizzes and tests. All tests and quizzes are available for review in the assignments completed basket.

**Course Outline:**

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| **Unit 1** | Chapter 1 – Digital Marketing Foundations |
|  | Chapter 2 – Web Design (Desktop and Mobile) |
| **Unit 2** | Chapter 3 – Analytics |
|  | Chapter 4 – On-site SEO |
|  | Chapter 5 – Off-site SEO |
| **Unit 3** | Chapter 6 – Paid Search Marketing |
|  | Chapter 7 – Online Advertising |
|  | Chapter 8 – Email Marketing |
| **Unit 4** | Chapter 9 – Social Media 1 |
|  | Chapter 10 – Social Media 2 |
|  | Chapter 11 – Online Reputation Management (ORM) |
| **Final Project** | Case Study Project – Orabrush – Social Media Marketing |
|  | Mimic Social Simulation |

**Grading:** Students earn their grades by actively participating in class and completing class work, quizzes, projects, participation, tests and end of quarter exams. Assignments that are submitted without a name will receive a grade of zero on the assignment.

40% Participation in class, projects

 40% Classroom assignments

 20% Test and quizzes

**COSSA District grade scale:**

97-100 A+

 94-97 A

 90-93 A-

 87-89 B+

 84-86 B

 80-83 B-

 77-79 C+

 74-76 C

 70-73 C-

 67-69 D+

 64-66 D

 60-63 D-

 59 or below F

**\*\* Note: Mrs. Frahm retains the right to make changes, additions, and deletions to the course \*\* throughout the course. Students will be made aware of any changes.**

Dear Students and Parents,

Please sign and return this portion of the page by **Friday**. If you have any questions, please feel free to contact me by email and I will promptly respond.

Thank you,

Mrs. Frahm

Mrs. Frahm,

We have read and understand the course syllabus for the E-Commerce course.

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Student Name (Print) Student Signature Date

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Parent/Guardian Name (Print) Parent/Guardian Signature Date