

## Course Syllabus

 Edit

# INFO 1000

## E-commerce for small businesses

<b>Course No:</b>	<b>INFO 1000</b>
<b>Semester:</b>	<b>Spring 2024</b>
<b>Course Title:</b>	<b>E-Commerce for Small Businesses</b>
<b>Course Delivery</b>	<b>ONLINE</b>
<b>Credits:</b>	<b>3 credits</b>
<b>Email</b>	<b>Canvas Messaging System</b>

## Course Description

This course Introduces strategies and best practices for analyzing an online business in the following areas. Branding, Style Guides, Buyer Personas, Leveraging Content, Content trends, Buyer's Journey, Search Engine Optimization, Key Performance Indicators, Improving the User Experience, Paid and Organic Ads, A/B testing, Artificial Intelligence, Public Relations, and Outreach, and working with clients for an online business. This course requires the implementation of an online small business individually or with a group. A lab access fee of \$45 for computers applies.

## Course Objectives

Upon successful completion of this course, students should be able to:

- Conduct a site audit for an online business
- Perform A/B testing for an online business
- Create a style guide for cohesive branding of an online business
- Create and implement a 45-day marketing campaign for an existing online business
- Analyze KPIs to determine key metrics for the marketing campaign
- Communicate the value of a marketing campaign to a business owner



- Use a variety of tools to increase sales of an e-commerce website

## Required Materials and Technology

- Internet access
- Cloud storage location
- Access to digital video recorder
- [Digital Marketing Strategy by Simon Kingsnorth ISBN 978-1-3986-0597-8](https://www.amazon.com/dp/1398605972?psc=1&ref=ppx_yo2ov_dt_b_product_details)   
([https://www.amazon.com/dp/1398605972?psc=1&ref=ppx\\_yo2ov\\_dt\\_b\\_product\\_details](https://www.amazon.com/dp/1398605972?psc=1&ref=ppx_yo2ov_dt_b_product_details))
- [Marketing Metrics by Christina Inge ISBN 978-3986-0659-3](https://www.amazon.com/dp/1398606596?psc=1&ref=ppx_yo2ov_dt_b_product_details)   
([https://www.amazon.com/dp/1398606596?psc=1&ref=ppx\\_yo2ov\\_dt\\_b\\_product\\_details](https://www.amazon.com/dp/1398606596?psc=1&ref=ppx_yo2ov_dt_b_product_details))

## How This Course Works

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

## Course Content

Full details on course content are given in the pages and assignments of this course. The following is a brief list of content and requirements. Additional assignments will also be given.

## Assignments

Each week you will be required to check in with your business owner through a variety of assignments. Each will be designed to help you gain insights and practice in branding, SEO, site audits, KPIs, Campaign Schedules, and improving sales for an e-commerce business.

## Discussions

The discussions are designed to show your understanding of the assigned concepts being taught through the weekly module assignments and readings.

## Readings

The readings are assigned from the course text weekly or through additional industry blogs and newsletters to expose you to industry resources.

## Final Project

**Will include all of the following for your business partnership**

- Initial site audit including KPIs for the site before the 45-day campaign and the same KPIs after the 45-day campaign.
- A/B test and the results



- Campaign details
- Brand guidelines
- Summary and suggestion for the next campaign to the business owner.

**Extra Credit:** there is only one extra credit assignment that consists of setting up your profile/notifications and completing the instructor's student rating (SRI) at the end of the course.

## Submission and Grading Procedures

All assignments are to be completed and submitted online through Canvas.

### Late Work

**No late discussions** will be accepted.

**Late assignments will be accepted for up to two weeks.**

Your final grade is weighted as follows:

Activity	Percentage
Assignments	40
Discussions	15
Readings and Quizzes	15
Final Project	30

### Competency-based Grading Scale

Score	Proficiency Level	Description
4	Proficiency with Distinction	Students show they are proficient with distinction by showing a clear understanding of the concepts and assignment requirements.



Score	Proficiency Level	Description
3	Proficient	Students show they are able to understand and complete the assigned minimum requirements.
2	Partially proficient	Students demonstrate an inconsistent ability to understand or complete the requirements of the assignment.
1	Substantially below proficiency	Students demonstrate a minimal ability to understand and meet some but not all of the requirements.

## Course Success

The best way to be successful in this course is to understand the syllabus, fully participate in course activities each week, and complete all assignments by their due date. Check the course announcements frequently and be sure to reach out to me with any questions you might have.

## Important Add/Drop Dates

- **Monday, January 29th** Last Day for 100% Refund (any refund)
- **Tuesday, January 30th** W Grade for Withdrawn Classes Begins
- **Monday, March 18th** Last Day to Withdraw/Audit Classes

The last day to drop a full-semester class, receive a 100% refund, and have the class not show up on your transcript is Wednesday, March 18th.

If you want to drop a full-semester class after **March 18th**, you must complete a Withdrawal Exception Form. However, documented extenuating circumstances must exist for the department chair to consider such a request. Extenuating circumstances include incapacitating illness that prevents a student from attending classes, a death in the immediate family, a change in work schedule as required by the employer, or other emergencies. Withdrawals are not approved due to academic difficulty. The department chair rejects about 50% of the withdrawal requests due to a lack of acceptable documentation, attempting to avoid a failing grade, and/or submitting the form at the end of the semester.

## Attention Students with Accessibility Needs



If you have an accessibility need that may impair your ability to complete this course, please contact the Accessibility Services office, at 863-8747, BU 146. Academic accommodations are granted for all students who have qualified documented disabilities. All services are coordinated with the Accessibility Services office.”

## Academic Integrity

No academic dishonesty will be tolerated. The penalty for a first offense is an “F” for the assignment and the assignment cannot be redone. A second offense means that you fail (forfeit credit) the course and will be reported to the Department Chair of Information Systems and Technology and to Student Advising. Below are some definitions of what constitutes academic misconduct taken from Utah Valley University. Please read the complete “Student Rights and Responsibilities” section in the UVU catalog to be aware of your academic responsibilities.

- **Cheating:** "Cheating is using, attempting to use, or providing others with unauthorized information, materials, or study aids in academic work. Cheating includes, but is not limited to, passing examination answers to or taking examinations for someone else or preparing or copying others' academic work."
- **Plagiarism:** Plagiarism is theft. The Latin root of the word is plagiarism, which means a man stealer or kidnapper. Anytime you present another person's work as your own even if that other person is a friend and/or spouse you have plagiarized. "Plagiarism is the act of appropriating any other person's or group's ideas or work (written, computerized, artistic, etc.) or portions thereof and passing them off as the product of one's work in any academic exercise or activity."
- **AI Policy:** Students in this course are proving competency in digital marketing for an e-commerce business. While AI is a fantastic tool for content creation, writing, research, and organization it should not be used to do your thinking for you. *If you use AI for any assignment it is required that you disclose it in your references and summarize why you chose to use it and how much of the AI-generated text ended up in your assignment submission. AI is being checked along with the plagiarism for this course.*
- **Fabrication:** "Fabrication is the use of invented information or falsifying research or other findings. The following examples of fabrication include but are not limited to the Citation of information not taken from the source indicated. They may include incorrect documentation of secondary source materials. Listing sources in a bibliography not used in the academic exercise. Submission in a paper, thesis, lab report, or other academic exercises of falsified, invented, or fictitious data or evidence, or deliberate and knowing concealment or distortion of the true nature, origin, or function of such data or evidence. Submitting as your own any academic exercises, (e.g., written work, printing, sculpture, etc.) prepared totally or in part by another."

Please refer to [UVU's Policies and Services](https://greengold.uvu.edu/crs_info_master/policy.html)   
([https://greengold.uvu.edu/crs\\_info\\_master/policy.html](https://greengold.uvu.edu/crs_info_master/policy.html))

## Non-Discrimination Statement (Safe Zones)



Utah Valley University does not discriminate based on race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. The following office has been designated to handle inquiries regarding **non-discrimination** [↗ \(https://www.uvu.edu/legal/non-discrimination.html\)](https://www.uvu.edu/legal/non-discrimination.html): EOAA/Title IX – 801-863-5704 – 800 W University Pkwy, Orem, 84058, Suite BA 203.

## Student Life

“Student Life supports the holistic development of students by collaborating with campus and community partners in providing intellectual, physical, emotional, social, and civic experiences.” Of particular note, Student Life offers assistance in these areas:

**Student Health** [↗ \(https://www.uvu.edu/studenthealth/\)](https://www.uvu.edu/studenthealth/) (medical, mental health, suicide awareness, etc.)

**Ombuds** [↗ \(https://www.uvu.edu/ombuds/\)](https://www.uvu.edu/ombuds/) (mediation relating to policies, rights, and responsibilities)

**Veteran Success Center** [↗ \(https://www.uvu.edu/veterans/\)](https://www.uvu.edu/veterans/) (Facilitates student veterans, service members, and dependents from registration to graduation)

## Course Summary:

Date	Details	Due
Wed Jan 10, 2024	 <b>Branding</b> <a href="https://uvu.instructure.com/courses/574184/assignments/7221178">↗ (https://uvu.instructure.com/courses/574184/assignments/7221178)</a> 	due by 11:59pm
	 <b>Branding</b> <a href="https://uvu.instructure.com/courses/574184/assignments/7491216">↗ (https://uvu.instructure.com/courses/574184/assignments/7491216)</a> 	due by 11:59pm
Fri Jan 12, 2024	 <b>Syllabus Quiz</b> <a href="https://uvu.instructure.com/courses/574184/assignments/7491216">↗ (https://uvu.instructure.com/courses/574184/assignments/7491216)</a> 	due by 11:59pm
	 <b>Video Introductions</b> <a href="https://uvu.instructure.com/courses/574184/assignments/7491281">↗ (https://uvu.instructure.com/courses/574184/assignments/7491281)</a> 	due by 11:59pm
	 <b>Brand Prospecting Assignment</b>	due by 

Date	Details	Due
	<a href="https://uvu.instructure.com/courses/574184/assignments/6926862">https://uvu.instructure.com/courses/574184/assignments/6926862</a> 	
Wed Jan 17, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491218">Visual Style Guides and Customer Perception</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491218">https://uvu.instructure.com/courses/574184/assignments/7491218</a> 	due by 11:59pm
Fri Jan 19, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491233">Brand Persona and Target Market Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491233">https://uvu.instructure.com/courses/574184/assignments/7491233</a> 	due by 11:59pm
Sat Jan 20, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491242">Meeting with Professor Routt</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491242">https://uvu.instructure.com/courses/574184/assignments/7491242</a> 	due by 11:59pm
	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491243">Prospecting Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491243">https://uvu.instructure.com/courses/574184/assignments/7491243</a> 	due by 11:59pm
Wed Jan 24, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491219">Paid, Earned, Owned, and Shared Media</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491219">https://uvu.instructure.com/courses/574184/assignments/7491219</a> 	due by 11:59pm
Fri Jan 26, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491235">Buyer's Journey Mapping and Media Analysis Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491235">https://uvu.instructure.com/courses/574184/assignments/7491235</a> 	due by 11:59pm
Wed Jan 31, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491226">Goal Setting and Channel Metrics</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491226">https://uvu.instructure.com/courses/574184/assignments/7491226</a> 	due by 11:59pm
Fri Feb 2, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491240">Integrating Paid ads and Organic Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491240">https://uvu.instructure.com/courses/574184/assignments/7491240</a> 	due by 11:59pm



Date	Details	Due
Wed Feb 7, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491231">Keyword Tools</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491231">https://uvu.instructure.com/courses/574184/assignments/7491231</a> 	due by 11:59pm
Fri Feb 9, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491244">SEO Website Audit and Presentation</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491244">https://uvu.instructure.com/courses/574184/assignments/7491244</a> 	due by 11:59pm
Mon Feb 12, 2024	 <a href="#">Week 5 Overview</a>	to do: 11:59pm
Mon Feb 19, 2024	 <a href="#">Week 6 Overview</a>	to do: 11:59pm
Wed Feb 21, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491222">VIDEO Discussion: Exploring Digital Marketing KPIs</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491222">https://uvu.instructure.com/courses/574184/assignments/7491222</a> 	due by 11:59pm
Fri Feb 23, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491223">Customer Behavior and the User Experience (UX)</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491223">https://uvu.instructure.com/courses/574184/assignments/7491223</a> 	due by 11:59pm
Fri Feb 23, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491236">Competitor Analysis Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491236">https://uvu.instructure.com/courses/574184/assignments/7491236</a> 	due by 11:59pm
Wed Feb 28, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491237">Developing SMART Goals for Digital Marketing Success</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491237">https://uvu.instructure.com/courses/574184/assignments/7491237</a> 	due by 11:59pm
Wed Feb 28, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491234">Exploring Testing Strategies</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491234">https://uvu.instructure.com/courses/574184/assignments/7491234</a> 	due by 11:59pm
Fri Mar 1, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491247">Testing Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491247">https://uvu.instructure.com/courses/574184/assignments/7491247</a> 	due by 11:59pm



Date	Details	Due
Wed Mar 6, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491235">Social Media Paid and Organic</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491235">https://uvu.instructure.com/courses/574184/assignments/7491235</a> 	due by 11:59pm
Fri Mar 8, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491246">Social Media Trends</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491246">https://uvu.instructure.com/courses/574184/assignments/7491246</a> 	due by 11:59pm
Wed Mar 20, 2024	 <a href="#">Week 11 Overview</a>	to do: 11:59pm
Wed Mar 27, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491237">Affiliate Marketing</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491237">https://uvu.instructure.com/courses/574184/assignments/7491237</a> 	due by 11:59pm
	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491230">Social Listening</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491230">https://uvu.instructure.com/courses/574184/assignments/7491230</a> 	due by 11:59pm
Fri Mar 29, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491232">Affiliate Marketing</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491232">https://uvu.instructure.com/courses/574184/assignments/7491232</a> 	due by 11:59pm
	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491245">Social Listening Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491245">https://uvu.instructure.com/courses/574184/assignments/7491245</a> 	due by 11:59pm
Wed Apr 3, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491238">Influencer Marketing</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491238">https://uvu.instructure.com/courses/574184/assignments/7491238</a> 	due by 11:59pm
Fri Apr 5, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491239">Influencer Assignment</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491239">https://uvu.instructure.com/courses/574184/assignments/7491239</a> 	due by 11:59pm
Wed Apr 10, 2024	 <a href="https://uvu.instructure.com/courses/574184/assignments/7491239">Marketing Automation</a> <a href="https://uvu.instructure.com/courses/574184/assignments/7491239">https://uvu.instructure.com/courses/574184/assignments/7491239</a> 	due by 11:59pm
Fri Apr 12, 2024	 <a href="#">Marketing Automation Assignment</a>	due by  m

Date	Details	Due
	<a href="https://uvu.instructure.com/courses/574184/assignments/7491241">https://uvu.instructure.com/courses/574184/assignments/7491241</a> 	
Wed Apr 17, 2024	 <b><a href="#">Working with Clients</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/7491230">https://uvu.instructure.com/courses/574184/assignments/7491230</a> 	due by 11:59pm
Fri Apr 19, 2024	 <b><a href="#">Final Presentation</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/7491238">https://uvu.instructure.com/courses/574184/assignments/7491238</a> 	due by 11:59pm
	 <b><a href="#">A/B Testing Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/6926852">https://uvu.instructure.com/courses/574184/assignments/6926852</a> 	
	 <b><a href="#">AI and E-Commerce Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/6926851">https://uvu.instructure.com/courses/574184/assignments/6926851</a> 	
	 <b><a href="#">Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/6926856">https://uvu.instructure.com/courses/574184/assignments/6926856</a> 	
	 <b><a href="#">Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/6926857">https://uvu.instructure.com/courses/574184/assignments/6926857</a> 	
	 <b><a href="#">Branding Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/7491234">https://uvu.instructure.com/courses/574184/assignments/7491234</a> 	
	 <b><a href="#">Buyer's Personas Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/6926860">https://uvu.instructure.com/courses/574184/assignments/6926860</a> 	
	 <b><a href="#">Content Trends Assignment</a></b> <a href="https://uvu.instructure.com/courses/574184/assignments/6926858">https://uvu.instructure.com/courses/574184/assignments/6926858</a> 	



Date	Details	Due
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926850">Final Presentation</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926850">https://uvu.instructure.com/courses/574184/assignments/6926850</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926854">Improving the User Experience Assignment</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926854">https://uvu.instructure.com/courses/574184/assignments/6926854</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926855">KPI Assignment</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926855">https://uvu.instructure.com/courses/574184/assignments/6926855</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926859">Leveraging Content Assignment</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926859">https://uvu.instructure.com/courses/574184/assignments/6926859</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926853">Organic vs Paid ad Assignment</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926853">https://uvu.instructure.com/courses/574184/assignments/6926853</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926849">PR &amp; Outreach Assignment</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926849">https://uvu.instructure.com/courses/574184/assignments/6926849</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926861">Style Guide Assignment</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926861">https://uvu.instructure.com/courses/574184/assignments/6926861</a>)</p> <p></p>	
	<p> <a href="https://uvu.instructure.com/courses/574184/assignments/6926863">Syllabus Quiz</a> (<a href="https://uvu.instructure.com/courses/574184/assignments/6926863">https://uvu.instructure.com/courses/574184/assignments/6926863</a>)</p> <p></p>	

