

Marketing 4630.007 2005 Electronic Retailing and Promotion

Assignment #	Book Reading & Glossary Study pages	Exams Are Available During the Following Time Period Only:			Additional details and dates
		Assignment & Exam	From	Until	
1	Read the syllabus carefully and then take the on-line quiz when scheduled. Important, the questions may include also include information from this schedule of Assignments, quizzes and exams	Assignment 1 Syllabus Quiz	1/23 7:55AM	1/23 11: 55PM	You will be banned from taking exams if you do not complete the syllabus quiz by 1/23; See the registrars office for drop information.
2	<u>Access Minnesota</u> Section 1 – Electronic Commerce Basics Glossary pages: Blog – Digital Certificates <u>Basic E-Commerce</u> : McLaren Lesson 1 – The Internet in Our Economy Include vocabulary page 3	Assignment 2			
3	<u>Access Minnesota</u> Section 2 – Finding Business Information and Services Online. Glossary pages: Digital/Virtual Wallet – Smart Card <u>Basic E-Commerce</u> : McLaren Lesson 5 – Internet Information Services Include vocabulary page 91	Assignment 3			
4	<u>Basic E-Commerce</u> : McLaren Lesson 2 – Business on the Internet and Lesson 6 – Business-to-Consumer Include vocabulary pages 23 & 117	Assignment 4			
Exam 1	<u>Exam 1 – Tuesday</u>	Exam 1	2/13 7:55AM	2/13 11:55PM	50 minutes allowed
5	<u>Access Minnesota</u> Section 3 – Exploring E-commerce Websites Glossary pages: Abandonware – Local Area Network (LAN)	Assignment 5			

6	<u>Basic E-Commerce: McLaren Lesson 7 – Business-to-Business and Lesson 9 – Internet Marketing</u> Include vocabulary pages 143 & 183	Assignment 6			
7	<u>Access Minnesota Section 4 – Planning Your Website</u> Glossary pages: Multimedia – Internal page impressions	Assignment 7			
Exam 2	<u>Exam 2 – Tuesday</u>	Exam 2	3/6 7:55 AM	3/6 11:55PM	84 minutes allowed
8	<u>Basic E-Commerce: McLaren Appendix C</u> Include vocabulary page 327	Assignment 8			
9	<u>Basic E-Commerce: McLaren Lesson 8 – Consumer Issues</u> Include vocabulary page 159	Assignment 9			
10	<u>Access Minnesota Section 5 – Promoting Your Website</u> Glossary pages: Interstitials – Identity Management	Assignment 10			
Exam 3	<u>Exam 3 – Tuesday</u>	Exam 3	4/3 7:55AM	4/3 11:55PM	58 minutes allowed
11	<u>Basic E-Commerce: McLaren Lesson 10 – Digital Advertising</u> Include vocabulary page 203	Assignment 11			
12	<u>Basic E-Commerce: McLaren Lesson 11 – Global E-commerce</u> Include vocabulary page 223	Assignment 12			
13	<u>Access Minnesota Section 6 – Developing Your Internet Business Plan</u> Glossary pages: Identity theft - XML	Assignment 13			
Exam 4	<u>Exam 4 – Tuesday</u>	Exam 4	4/24 7:55 AM	4/24 11:55PM	90 minutes allowed
14	<u>RFID lesson</u> See Course Content page located on the MKTG4630 homepage as a hyperlink.	Assignment 14			
Final Exam	Begin preparation for final exam. The final exam will cover vocabulary from both books and lesson 14 assignments.	Final Exam	5/8 7:55AM	5/8 11:55PM	Timed allowed TBA. Plan to need the full minutes allowed. Arrange your schedule beginning at the start of the semester so you will have this time available!