



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

E-Commerce

IMED 2309

Dr. Becky Sue Parton

NOTE: This is a 16-week course.

NOTE: This is an Online course.

Computer Graphics including Interactive Multimedia

Course Description:

Gives an overview of the Internet as a marketing and sales tool with emphasis on developing a prototype for electronic commerce. Topics include database technology, creating websites to collect information, performing online transactions, and generating dynamic content. 3 Semester Hours

Prerequisites and/or Corequisites:

Prerequisites: COSC 1301 or BCIS 1305 or equivalent intro to computer course with consent of instructor; basic Web design skills suggested.

Course Notes and Instructor Recommendations:

This course is project based and will primarily use Coursera to complete a Google Certificate. Access to the course are being provided free of charge to enrolled students. I recommend you don't get behind – it is a LOT of material, but it is manageable if you just keep up a steady pace.

Instructor Information:

Instructor Name: Dr. Becky Sue Parton

MCC Email: rparton@mclennan.edu

Office Phone Number: 254-299-8269

Office Location: Business Technology 113

Office/Teacher Conference Hours:

Tuesdays 10:00 – 12:30 in person

Wednesdays 3:00 – 4:00 online

Thursdays 10:00 – 11:00 and 12:30 – 2:00 in person

Or by appointment

Methods of Teaching and Learning:

This course takes a primarily hands-on approach to learning ecommerce and preparing yourself to create your own online store. You will be going through 7 Google courses that have video segments, hands-on activities, tutorials, and quizzes. You will be creating sample projects and have the opportunity to show us one or more during our celebration time.

Course Objectives and/or Competencies:

During this course, students will learn to:

- Attract an audience.
- Manage an email campaign.
- Setup an online store.
- Move from likes to leads.
- Create customer loyalty.
- Perform analytics.

Late Work, Attendance, and Make Up Work Policies:

Assignments are to be submitted on time. If you have an extenuating circumstance, please communicate with me (in advance whenever possible) and we will work out a solution. That solution will often involve a point deduction so it is in your best interest to submit on time.

Student Behavioral Expectations or Conduct Policy:

Students are expected to maintain classroom decorum that includes respect for other students and the instructor, prompt and regular attendance, and an attitude that seeks to take full advantage of the education opportunity. As an adult, you are responsible for your education though I am here to support you! This course, however, is online.

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)

(<https://www.mclennan.edu/highlander-guide/policies.html>)

Course Attendance/Participation Guidelines:

If a student is not in attendance in accordance with the policies/guidelines of the class as outlined in the course syllabus as of the course census date, ***faculty are required to drop students from their class roster prior to certifying the respective class roster.*** A student's financial aid will be re-evaluated accordingly and the student will only receive funding for those courses attended as of the course census date.

Students are responsible for all class work regardless of attendance. Since this course is online only, the following division policy is in place: To be counted as attending BEFORE the census date, a student **must complete and submit** at least ONE assignment. Discussion boards, the first set of homework, etc. are considered as meeting the criteria for an assignment. An email to the instructor does NOT count. Logging into Brightspace and accessing content does NOT count. **Any student who fails to complete and submit at least one assignment prior to the census date will be dropped from the course.**

Past the census date, I will not initiate a withdraw from the course regardless of your grades. **However, I am willing to withdraw you if you ASK ME to do so!** It is your responsibility to know your standing in the class and make that decision.

Communication / Email Policy:

<https://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>

McLennan Community College would like to remind you of the policy regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business. A student’s McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

I generally respond to email within 24 hours Monday-Friday. If you email on the weekend or a holiday, it will likely be the following business day before I reply.

MCC Academic Integrity Statement:

<https://www.mclennan.edu/academic-integrity>

The link above will provide you with information about academic integrity, dishonesty, and cheating. While collaboration between students is welcome to facilitate learning, each student’s work must be their own. It is pretty simple – don’t cheat – it only hurts you in the long run.

Course Grading Information:








Grade Category	Points	Percentage
Course Certificates (7 @ 100 points each)	700	70%
Earn your certificate – Digital Marketing & E-Commerce	100	10%
Intro & Check-in (2 @ 50 points each)	100	10%
Celebration Reflection & Peer Interaction	100	10%
Total	1000	100%

Total Points Possible = 1000 (i.e. 100%). Grade Scale:

- 900 – 1000 points = A
- 800 – 899 points = B
- 700 – 799 points = C
- 600 – 699 points = D
- Below 600 points = F

Note: If you have already completed any of these course in another MCC class or on your own, I will award credit for that if you send me proof. You won't need to redo them, but, there may be an issue getting your overall certificate if some courses were completed on a different account so talk with me and we will figure it out!

Proposed Weekly Class Schedule :

Week*	Course Topic	Major Concepts	Activities	DUE DATE
Jan. 14	 Welcome & Foundations	4 modules covering definitions, careers, marketing funnel, brands, & engaging users	Intro Post	Jan. 20
Jan. 21			Course #1 certificate	Jan. 27
Jan. 28	 Attracting Customers	4 modules covering customer personas, customer awareness, search engines, reports, and types of ads	Course #2 certificate	Feb. 10
Feb. 4				
Feb. 11	 Likes to Leads	5 modules covering core pillars of social marketing, publishing strategies, social listening, brand voice, reporting, ad targets	Course #3 certificate	Feb. 24
Feb. 18				
Feb. 25	Email Marketing 	5 modules covering email campaigns, subscriptions, writing emails, metrics	Check-in with Dr. Parton Post	March 3
March 4			Course #4 certificate	March 17
Spring Break!				
March 18	Analytics 	4 modules covering media planning, marketing goals, dashboards, interpreting analytics, data visualization, stake holders	Course #5 certificate	March 31
March 25				
April 1	E-Commerce Stores 	4 modules covering e-commerce research, shopify features, setting up a store, shopping campaigns, cart techniques	Course #6 certificate	April 14
April 8				
April 15	Customer Loyalty 	4 modules covering rewards / customer loyalty programs, conversions, monitoring performance, portfolios, and AI	Course #7 certificate	April 28
April 22				
April 29	Celebration Reflection and post Digital Marketing & E-Commerce Certificate & Peer Interaction			May 3 May 5

* **Important** – This course is an online format. It is centered around a Google Certificate program so most of the material will be through Coursera. Schedule is subject to change. Due dates are suggested milestones, but I will accept the course and final certificate at any time up until May 3rd. If you get behind, you should continue in sequence rather than “skip” a course to stay aligned with the schedule. You may get ahead but just know that my announcements related to the material will match the stated dates. The celebration reflection is in lieu of a final – you will get to show us any real life projects you did as you practiced the course concepts and tell us how you will use this certificate. If you complete all 7 courses you will earn the Google credential! You may pass the class without doing all 7 courses but it will not be possible to earn an “A” without completing them all.

07/02/2024



ACADEMIC RESOURCES/POLICIES

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact Accommodations (Disability Services) as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu (254)299-8122 Room
319, Student Services

Title IX:

Title IX of the Education Amendments of 1972 is a Federal civil rights law that prohibits discrimination on the basis of sex in educational programs and activities that receive Federal funds. We care about your safety and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report a Title IX incident are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling, Dr. Claudette Jackson, (Accommodations/Title IX) at (254) 299-8465.

Additionally, Title IX provides rights and protections for pregnant and newly parenting students which can include educational accommodations such as excused absences

and the opportunity to make up assignments and tests. Lactation spaces are also available on campus. Please email titleix@mclennan.edu for more information.

MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Faculty and Staff may email titleix@mclennan.edu to submit a report.

Individuals may also contact the MCC Police Department at (254) 299-8911 or the MCC Student Counseling Center at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student may report sexual harassment anonymously by visiting <https://www.lighthouse-services.com>

Visit McLennan's Title IX webpage at <https://www.mclennan.edu/titleix/> to learn more about Title IX protections, reporting, and resources.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom. You can contact the Academic Support and Tutoring team via Zoom or email (ast@mclennan.edu) by going to our website (<https://www.mclennan.edu/academic-support-and-tutoring/>)

At our campus, we understand that students face numerous challenges beyond the classroom. That's why we offer Success Coaches who are dedicated to helping you succeed. Our coaches know that life can sometimes get in the way of your educational goals. Through personalized meetings, Success Coaches empower you to overcome obstacles, maximize your potential, and create a clear path to both academic and personal success. Our Success Coaches are ready to help you achieve your dreams! Schedule your appointment today by calling 254-299-8226 or emailing success@mclennan.edu.

College personnel also recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources and other essential resources, we encourage you to contact the CREW - Campus Resources Education Web by calling 254-299-8561 or emailing crew@mclennan.edu.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to <https://calendly.com/paulannespantry-mcc/15min>.

Success Coaching Services, the CREW, and Paulanne's Pantry are located on the second floor of the Student Services building in Success Coaching Services, suite 249.

The Student Counseling Center offers confidential mental health counseling to currently enrolled students at no charge. Counselors are trained to help students with problems related to personal, social, and emotional concerns. Sessions focus on short-term goals in order to facilitate students college success and adjustment. This service is available to students in person or through Zoom.

Make an appointment to meet with a counselor by visiting the center in the Wellness & Fitness building, room 101, calling 254-299-8210, or emailing counseling@mclennan.edu.

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html>

MCC Academic Integrity Statement:

Please view our [Academic integrity statement](#) for more information about academic integrity, dishonesty, and cheating. The unauthorized use of artificial intelligence (AI) for classwork can be a violation of the College's General Conduct Policy. Whether AI is

authorized in a course and the parameters in which AI can be used in a course will be outlined by each instructor.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-StaffCommons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Email Policy:

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A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails. For more information about your student email account, go to www.mclennan.edu/studentemail.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](#)
- [Email Setup for Androids](#)

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support](#) or email helpdesk@mclennan.edu.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.