## TC 462c: Intro to E-Commerce
Dept. of Telecommunication, Information Studies, and Media

<table>
<thead>
<tr>
<th>Date</th>
<th>Monday Lecture</th>
<th>Wednesday Lab</th>
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| Jan 8 and 10 | Course Introduction: Ecommerce Overview  
Reading: How E-Commerce Works  
Lab 1: Basic HTML and CSS  
Assignment: To be announced  
Selected Resources: W3Schools HTML Tutorial W3Schools CSS Tutorial | Lab 2: Collecting information via forms  
Assignment: To be announced  
Selected Resources: HTML Forms and Input |
| Jan 15 and 17 | No class meeting  
Classes cancelled for Martin Luther King Day  
Lab 3: Introduction to PHP  
Assignment: To be announced  
Selected Resources: PHP Introduction Tutorials | Lab 4: Introduction to SQL  
Assignment: To be announced  
Selected Resources: Gentle Introduction to SQL |
| Jan 22 and 24 | Characteristics and Technologies for E-Commerce  
Readings: Steinfield, Electronic Commerce  
Lab 5: Using MySQL  
Assignment: To be announced  
Selected Resources: Beginning MySQL phpMyAdmin Tutorial | PHP and MySQL Everyday Apps, Chapters 1 and 2  
Lab 6: Dynamic pages with PHP and MySQL  
Assignment: To be announced  
Selected Resources: PHP Introduction Tutorials  
Review |
| Jan 29 and 31 | Business Models in E-Commerce  
Reading: Rappa, Business Models on the Web  
Online Retailing  
Readings: Rao, etailing strategy  
Lab 7: Building a Log-in Application  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapters 3 and 4  
Spring Break | Lab 8: Building an Online Catalog  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 5 |
| Feb 5 and 7 | Intro to Digital Certificates  
Lab 9: Building a Shopping Cart |     |
| Feb 12 and 14 | Multi-channel Retailing  
Reading: Steinfield et al, Integrating brick and mortar locations with e-commerce  
Lab 2: Collecting information via forms  
Assignment: To be announced  
Selected Resources: HTML Forms and Input | Lab 8: Building an Online Catalog  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 5 |
| Feb 19 and 21 | Electronic Services  
Reading:  
Lab 9: Building a Shopping Cart |  
Review |
| Feb 26 and 28 | Midterm Exam  
Lab 7: Building a Log-in Application  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapters 3 and 4  
Spring Break | Lab 7: Building a Log-in Application  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapters 3 and 4  
Spring Break |
| Mar 5 and 7 | Spring Break  
Metrics, Advertising and Marketing for E-Commerce  
Reading: NetGenesis, E-Metrics  
Lab 8: Building an Online Catalog  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 5  
Spring Break | Lab 8: Building an Online Catalog  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 5 |
| Mar 12 and 14 | Internet Advertising Bureau Ad Campaign Measurement  
Lab 9: Building a Shopping Cart |  
Review  
Lab 8: Building an Online Catalog  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 5 |

http://www.msu.edu/course/tc/462c/schedule/schedule.html
Mar 19 and 21  
**Online Auctions**  
Reading: Bradshaw, *Online Auction Basics and Beyond*  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 6

Online Content Industries  
Readings: Laudon and Traver, *chapter 14, Online Content Providers*  
Lab 10: Building a Content Management System  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 7

Mar 26 and 28  
**User Generated Content and Traditional Publishing**  
Lab 10: Building a Content Management System  
Assignment: To be announced  
Selected Resources: PHP and MySQL Everyday Apps, Chapter 7

Apr 2 and 4  
**Business-to-Business E-Commerce**  
Reading: Wigand, *Business-to-business electronic commerce*  
Lab 11: Working with PayPal  
Assignment: To be announced  
Selected Resources: Paypal Merchant Services

Online Communities and E-Commerce  
Readings: Armstrong and Hagel, *Real Value of Online Communities*  
Lab Dedicated to Project Work

Apr 9 and 11  
**Social Networking Goes E-Commerce**  
Lab Dedicated to Project Work

New Directions in E-Commerce: Web 2.0 and Wireless  
Readings: *What is Web 2.0*

Apr 16 and 18  
**Getting a Handle on RFID**  
**US Ready for Mobile Marketing**  
Lab Dedicated to Project Work

Apr 23 and 25  
**Project Presentations**  
Review

Apr 23 and 25  
**Project Presentations**  
Review

May 2  
**Final Exam**  
Wednesday, May 2nd, 3:00-5:00pm, 155 Comm Arts

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