



APPLIES TO ACADEMIC YEAR 2007/2008

## NVH 2300 Web-based Retailing and Communication

### Program

Bachelor in Retail Management (3. year)

### Responsible for the course

Arne Osvik

### Department

Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Objective

The course aims to give the students a basic understanding of electronic commerce and communication. It is emphasized to put some important e-commerce elements in to a Norwegian and Scandinavian environment. The importance of internet as builder of relations is also heavily presented, both within business-to-business marketing and one-to-one marketing in the consumer marked. It is also focus on mobile commerce and development of mobile service content.

### Prerequisites

None

### Compulsory literature

#### Books:

Turban, Efraim. [et.al.]. 2006. Electronic commerce 2006: a managerial perspective. 5th ed. Upper Saddle River, N.J. : Pearson/Prentice Hall. Kapittel 1-7, 9-10 og 13 samt 14.1-14.4, 16.6-16.8 og 17.1-17.2, tilsammen ca 500 sider.

### Recommended literature

#### Books:

Larsen, Nils Magne. 2003. Markedsføring over Internett : fra teknologi til lønnsomhet. Bergen: Fagbokforlaget

Silverstein, Barry. 2002. Business-to-business internet marketing: seven proven strategies for increasing profits through internet direct marketing. 4th ed. Gulf Breeze, Fla: Maximum Press

### Course outline

- Introduction to e-commerce and e-marketplaces.
- Internet consumer retailing
- Consumer behavior, market research and advertising on Internet.
- Customer relationship management
- Business-to-business e-commerce
- E-supply chains, collaborative commerce and intrabusiness EC.
- Ny technology for tracking and tracing of products.
- Mobile commerce. New electronic store equipment
- E-auctions.
- Strategy and e-commerce
- Content creation, delivery and management
- Legal and ethical impacts of EC

### Computer-based tools

Active use of BI s web-based communication platform (Blackboard) toward teachers and fellow

students is recommended.

**Course structure**

Course duration is 36 teaching hours based on lectures and case discussions.

**Evaluation**

A four-hour written exam concludes the course.

**Evaluation code(s)**

NVH 23002 – written exam counts 100% of the grade in NVH 2300 E-Commerce and Communication, 6 credits.

**Aids at the examination**

No aids are allowed at the exam.

**Makeup exam**

A re-sit is held in connection with the next scheduled exam in the course. A re-sit is held in at the next scheduled exam in the course.