



Argyle Secondary

North Vancouver School District

COURSE OUTLINE E-COMMERCE 12

Room 208

Teacher: Ms. Shannon Skelley

Email: sskelley@sd44.ca

Welcome to E-Commerce 12!

This course will take us head first into the dynamic, ever-changing, and relatively young landscape of E-Commerce. Theory and practice in this area is so new as a discipline to study, and opportunities abound to innovate, re-model, and get in on what is really still the ground floor of learning and participation in this sector. It is exciting stuff!

Course Description

This course explores a deeper understanding of the issues relating to a global marketplace. Some of the topics covered will include B2B Marketing, ethics and advertising, E-Commerce, sport and entertainment marketing, consumer buying behaviour, event planning and social media mass marketing. Students will have an opportunity to create and execute a campaign and engage with real-world businesses and business leaders. This course is beneficial to students interested in running their own business and/or pursuing marketing, business administration or commerce programs in the future.

Course Fee: \$30.00 This fee is used to cover our colour printing costs/any digital tools and assets you need during the quarter. Ex. E-commerce building subscriptions, etc and for the campaigns we produce.

Learning Outcomes

- entrepreneurship opportunities
- creative ways to add value to an existing idea or product
- the evolution and nature of e-commerce
- local and global retail e-commerce environments
- the economics of e-commerce
- revenue models
- development and evolution of the digital retail environment
- cyber-marketing concepts and strategies
- ethical marketing strategies
- distribution channels for digital businesses



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digitally procured goods and services
digital and cloud-based technologies
interpersonal and presentation skills to promote products or services and to interact with potential customers/clients
industry best practices
emerging career options and opportunities in the digital sector and for young entrepreneurs
ethics of cultural appropriation and plagiarism
The BC Ministry of Education curriculum information can be accessed here:
<https://curriculum.gov.bc.ca/curriculum/adst/12/e-commerce>

Assessment and Evaluation:

The following are some but not limited to, the assessment and evaluation strategies that will be used:

written reports, communication plans, marketing plans, an essay, reflections, designs
oral discussion and presentations
business cases
group work/collaboration
participation

Mark Assignment:

Assignments constitute 100%

Student Expectations

Own your learning and respect the learning of others
Come prepared, arrive on time, and actively participate
Respect your environment—use the space and equipment with care and ensure your space and surfaces are clean
Take pride in your work and try your best
Be proactive if you are absent and have missed work
Keep an open mind
Be prepared to be hands on and willing to join in, assist and support your team and all of your class colleagues



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Represent your self, your school, and your community with the highest standard with guests, visitors, and within and outside of the school environment
100% attendance is expected, and excused days will be accompanied with explanation from a parent

Missed assessments and evaluations without prior consultation are the student's responsibility

Devices

Throughout this course, the use of devices will be required to complete our work. We are in a computer lab, so you will be equipped with a computer. If you would like to use your own laptop or tablet, that is fine, however, be sure that you have an effective method to share with your teams and colleagues during the quarter. Phones are fine to use for quick checks, fact checks, but I am recommending that you not rely on your phone to generate work, to create the content that you will need to during the year. It is best used for quick communication. Be respectful of your colleagues when engaging with your devices and respectful of your time.

In the business world, work isn't kicked off until we have all agreed to the contract. If you are comfortable with what you have read here, understand it, and have a clear vision on what you need to do to succeed in this course, please sign and return this contract to Ms. Skelley.

E-Commerce Class Contract:

I, _____ have read, reviewed and understand the E-Commerce 12 course outline and have a clear vision of what I will learn and how, and what I need to do to be successful in this course.

Name: _____

Signature: _____

Date: _____