AMBERTON UNIVERSITY
e-COURSE SYLLABUS

MKT4270.E1 E-Commerce & Web Analysis
Winter 2027

PROFESSOR INFORMATION:
Name: Dr. Kyle Allison
Phone Number: 972-279-6511 ext. 223
Email Address: **kallison**@Amberton.edu

COURSE INFORMATION:
MKT4270.E1 E-Commerce & Web Analysis
Level: Undergraduate
Beginning Date of Session: Saturday 12/5/26
Ending Date of Session: Friday 2/25/27
Student access available to the Student Portal: Saturday, 12/5/26

Winter Holiday Break:
Saturday, December 19, 2026, through Friday, January 1, 2027
(Classes resume on Saturday, January 2, 2027.)

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:
None

TEXTBOOK(S) AND REQUIRED MATERIALS:
Title: Ecommerce: Essentials of Online Business
Author: Kyle Allison
Publisher: Stukent
Year Published: 2026
Edition: 2026 Edition
ISBN: 13: 9781956963649
Price: Available at http://amberton.ecampus.com

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement
APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please

consult the Publication Manual of the American Psychological Association, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

This course, E-Commerce & Web Analysis, deals with the emerging field of electronic commerce. The emphasis of the course is to examine the field of e-commerce as a whole while tying in key business functions of operations, marketing, supply chain, and finance that support this digital business model. The course covers economic and technological foundations, infrastructure, and the main technologies employed, as well as the various business strategies being used for electronic commerce (both business-to-consumer and business-to business). This course also examines eCommerce web analytics and how this function provides performance measurement to website design, website marketing, and online user experience strategies. The focus will be on establishing the right metrics to measure the effectiveness of competitiveness, customer acquisition and retention efforts, as well as other key strategic objectives of an eCommerce channel. The course also offers the opportunity for students to get hands-on web analytics training and certification with Google Analytics & Google Academy, offered free for the students. https://analytics.google.com/analytics/academy/ In addition to assessing the skill, principles, and framework of eCommerce operations, marketing and strategy, this course will provide a theoretical grasp of the online marketplace taking place in the current environment of online consumer behavior, including external factors facing the industry. This course will equip students with foundational and critical thinking skills centered around how to compete and strategize in this emerging digital business model.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT:

1. Examining the various dynamics in the ecommerce industry that affect digital strategy.
2. Understanding ecommerce website methods, design, and customer experiences.
3. Evaluating digital business market opportunities and competitive advantages in ecommerce.
4. Defining best practices in various business discipline functions and value chain that support ecommerce, including finance, supply chain, operations, marketing, customer service, and others.
5. Discussing the framework of ecommerce strategy planning and execution.
6. Examining the role of online customer behavior in ecommerce strategy.
7. Demonstrating an understanding of how ecommerce fits into overall organizational strategy.
8. Understanding the ethical impact and implications of various aspects of ecommerce in modern organizations.
9. Applying ecommerce business strategic best practices with real-world case examples.
10. Understanding the ecommerce market analysis and research methods needed to uncover new markets and customers.
11. Identifying the role of ecommerce in supporting overall business strategy.
12. Developing comprehension of ecommerce best practices in modern business.
13. Demonstrating critical thinking, data analysis and decision making skills in the context of e-commerce and web analysis.
14. Assessing how AI is leveraged in e-commerce and web marketing.

Acquired Skills:

1. Critical Thinking
2. Data Analysis
3. Decision Making

COURSE POLICIES:

- Complete and submit all assignments by the scheduled due dates listed in Moodle.
- All assignments are due by **11:55 p.m. CST** on the designated due date.
- **Late work is not accepted.** Assignments submitted after the deadline will receive a **zero** and may be documented as **"Did Not Participate."**
- **Extra credit is not available** in this course.
- Follow all **file-naming requirements** provided in Moodle and/or on the assignment worksheet.
- Students are responsible for ensuring that submitted files can be **successfully opened and reviewed** by the professor. A file that cannot be opened will not be considered submitted on time.

- Unless otherwise stated in the assignment instructions, all written assignments must be submitted as **Microsoft Word documents**.
- **Plagiarism and other forms of academic dishonesty are prohibited.** Review and follow the course Academic Honesty/Plagiarism policy.
- ChatGPT and other generative AI tools may not be used to complete course assignments unless the assignment instructions specifically state that their use is permitted. If an assignment does not explicitly indicate that generative AI is allowed, students should assume that its use is prohibited. Any assignment completed using generative AI with significant detection without permission will receive a zero (0) and will not be eligible for revision, resubmission, or a make-up opportunity.
- Contact the professor **via email** with course-related questions, concerns, or issues.
- As a general course policy, **Incomplete grades are not offered** except when otherwise required or approved under applicable institutional policies.

Student's Responsibilities
This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:
Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Plagiarism Policy
Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:
- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.
Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.
Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. https://apastyle.apa.org/blog/how-to-cite-chatgpt

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin "Draft Coach" is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student's writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

Please see below for instructions.

COURSE OUTLINE AND CALENDAR:

Week	Topic	Assignment	Competencies Covered	Due Date
1	E-commerce Foundations	Chapter 1 Quiz; Chapter 1 Assignment	1, 2, 4, 6	12/11/26
2	E-commerce Marketplace and Competition	Chapter 2 Quiz; Chapter 2 Assignment	1, 2, 3, 6	12/18/26
3	E-commerce Software, Security and Solutions	Chapter 3 Quiz; Chapter 3 Assignment	2, 4, 5, 7	1/8/27
4	E-commerce External Environment	Chapter 4 Quiz; Chapter 4 Assignment	1, 2, 8, 9, 11	1/15/27
5	E-commerce Analytics	Chapter 5 Quiz; Chapter 5 Assignment	2, 4, 5, 6, 9	1/22/27
6	Online Consumer Demand & Supply Chain	Chapter 6 Quiz; Midterm	1, 2, 3, 5, 7	1/29/27

7	Digital Marketing in the E-commerce Arena	Chapter 7 Quiz; Chapter 7 Assignment	1, 2, 4, 5, 7, 8	2/5/27
8	E-commerce Customer Behavior and CRM	Chapter 8 Quiz; Chapter 8 Assignment	1, 2, 3, 5, 7, 8	2/12/27
9	Customer Experience & Service	Chapter 9 Quiz; Chapter 9 Assignment	1, 2, 3, 7, 9, 10, 11	2/19/27
10	Digital Transformation & Future Perspectives	Chapter 10 Quiz; Final Exam	1, 2, 3, 5, 9, 10, 11	2/23/27

GRADING CRITERIA:
Chapter Assignments: 8 @ 50 Pts each = 400
pts Chapter Quizzes: 10 @ 30 points each = 300
300 pts Midterm: 1 @ 150pts
Final Exam: 1 @150pts
Total Points Possible: 1000 pts

Undergraduate
90 – 100 A
80 – 89 B
70 – 79 C
60 – 69 D
Below 60 F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:
A successful distance learning experience requires a flow of communication between instructor and student throughout the session. Instructor comments are considered essential to the learning process. Therefore, each assignment/exam submitted will be reviewed, graded, and returned to the student in a timely manner along with the appropriate commentary. Students should carefully review all comments.

Final grades are processed approximately one week after the last day of the session and may be located in the My Grades section of the online registration portal as well as being emailed to the student's Amberton University email. Amberton University staff will not release grades over the phone. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in *Professor Information* area.

Incomplete Grades
An "I" (incomplete grade) is given at the discretion of the professor and may be given only when an emergency or illness prevents the student from completing course requirements. Should an "I" be granted, the student has 30 days from the end of the session to complete the conditions of the incomplete. An "I" which is not properly removed within 30 days following the session enrolled will become an "F" grade.

How To Withdraw From a Course
To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:
This course is offered as a distance-learning course through the Moodle Learning Platform. Amberton's distance learning courses, called e-Courses, are identical to classroom courses in terms of learning outcomes,

competencies, and instructor expectations. A student choosing to take an e-Course must have the following skills and technical capabilities:

1. Access to the Internet
2. General knowledge in:

Internet browser settings and configuration
e-mail and file attachments
Uploading and downloading files
Using a word processing package

3. Ability to conduct on-line research

Students who have not mastered these skills should not enroll for this course but should consider enrolling in MIS2110 Computer Concepts and Internet Technologies for instruction in these areas.

HOW TO ACCESS YOUR COURSE:

SINGLE SIGN-ON (SSO) INSTRUCTIONS FOR AMBERTON UNIVERSITY

Amberton University uses Single Sign-On (SSO) as the primary access point for University systems, including Moodle, Amberton Email (Gmail), CampusWeb, Library resources, financial information, and other University applications.

Access the Amberton SSO Portal
Go to:
https://sso.amberton.edu

Students should bookmark this page. The SSO portal is the main entrance to Amberton University's online systems.

The SSO Login link may also be accessed through the Amberton University website at https://amberton.edu.

Activate Your Account
New students receive an Amberton University welcome email with an account activation link.

Select the activation link in that email and follow the instructions to activate your Amberton SSO account and configure Two-Factor Authentication (2FA).

Your assigned username and Amberton student email address are included in the welcome email.

Student email addresses use the following format:
username@my.amberton.edu

Sign In to SSO
After your account has been activated, go to:
https://sso.amberton.edu

Enter your Amberton username or assigned Amberton account information and the password you established during account activation.

If you forget your password, select "Forgot Password?" on the SSO login page and follow the instructions provided.

Access Your Amberton Applications
After signing in, the SSO dashboard will display the applications available to your account.

These may include:

• Moodle
• Amberton Email (Gmail)
• CampusWeb
• Financial Records
• Library resources
• Other University applications and services

Select the appropriate application from the SSO dashboard.

Access Moodle
Students should access Moodle through the Amberton SSO portal.

Go to:
https://sso.amberton.edu

Sign in and select Moodle from the SSO dashboard.

Students do not need a separate Moodle username or password when accessing Moodle through SSO. Password activation and password recovery should be completed through the Amberton SSO portal rather than through Moodle.

A Student Moodle Tutorials course is available within Moodle to assist students with course navigation, assignments, communication, examinations, grades, and other Moodle functions.

Technical Support
If you experience difficulty activating your account, signing into SSO, or accessing an Amberton application, please contact:
support@amberton.edu

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or their Amberton University email account.

Email Communication
Each student is assigned an Amberton email address in the following format:
username@my.amberton.edu

Students should access their Amberton email through the University Single Sign-On portal at:
https://sso.amberton.edu

Students are encouraged to check their Amberton email regularly for University notices and course communications.

Students are responsible for reviewing the “Communication Guidelines” provided in the individual e-Course for specific instructor requirements.

Students who need to retain course communications, assignments, or other materials should download and save them before the course closes.

For assistance accessing SSO, Moodle, or Amberton email, contact support@amberton.edu.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments are to be submitted to the appropriate assignment Drop Box in the Moodle system. Specific directions and guidelines for submission of assignments are located on-line in the "Communication Guidelines" of the e-course. Due to compatibility issues, Office 2007 files cannot be read by earlier versions of Microsoft Office. Before submitting an exercise file, confirm the file is in the proper format for grading by the instructor.

INSTRUCTOR/COURSE EVALUATION:
Each session, all Amberton students are provided with the opportunity to evaluate their courses and instructors. The evaluation process is an important one and provides students with an anonymous and confidential way to give meaningful feedback to the University. Summary information and comments are provided to faculty after the close of the session. All information provided is anonymous.

The Instructor/Course Evaluation will be open for completion during week 9 of the session. An evaluation assignment will be placed in week 9 of the Moodle course, along with the instructions on how to complete the evaluation. Prior to week 9, the University will send out an email containing instructions and dates for the evaluation period.

RESEARCH RESOURCES:
The Library provides access to full-text, and peer reviewed articles, and digital research tools. Students can search Library holdings through the online catalog and databases search engines available on the Library website or browse the physical library space and holdings located at the Garland campus.

Research items not contained in the Amberton Library collection can be located through interlibrary Loan (ILL) or through the TexShare program with the help of the Library staff. Students with questions about available services, resources, or research, may contact the Library via email at Library@amberton.edu.

RESEARCH ACCESS:
Databases can only be accessed by authorized users, and students at Amberton must enter their Amberton ID credentials-same as Moodle login-to gain access when off-campus. Use an Amberton website, such as the University site (Amberton.edu) or the library site (Library.amberton.edu) to find links to databased and digital books. Online resources are available all day, every day.

Library Live Chat Feature
Library staff are available to assist students with research problems or questions during Library hours through a live online chat feature, telephone, email, "How-to" videos, or in person. The library telephone is (972-279-6511 ext. 185. You can email questions to library@amberton.edu or visit the library in person on the Garland campus for assistance.

Microsoft Office 365 Education:
Amberton University students have access to a license for Office 365 Education, a comprehensive suite of productivity tools. This package includes:
• Microsoft Word for document creation
• Excel for spreadsheets and data analysis
• PowerPoint for presentations
• OneNote for digital note-taking
• Microsoft Teams for collaboration
• Additional classroom tools to enhance your learning experience
To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Office365_Setup_Students.pdf

Google Workspace for Education:
All students are assigned a Gmail account in Google Workspace for Education.

To set up your student account and access these resources, please follow the instructions provided in our step-by-step guide: https://amberton.edu/wp-content/uploads/2025/01/Google_Drive_Students.pdf

Once logged into your student account, you'll have access to a suite of tools designed to enhance your learning experience:

- Google Docs: Create and edit essays, reports, and other written assignments
- Google Slides: Develop engaging presentations for projects and class discussions
- Google Sheets: Perform data analysis, create charts, and manage calculations
- Google Drive: Store, organize, and easily access all your files in the cloud
- Google Calendar: Schedule study sessions, track assignment deadlines, and manage your academic timetable
- Google Keep: Take and organize quick notes during lectures or study sessions
- Google Meet: Attend virtual classes, participate in group study sessions, or meet with teachers
- Google Classroom: Access course materials, submit assignments, and receive feedback from instructors
- Google Forms: Create surveys for research projects or participate in class quizzes
- Google Sites: Build websites or digital portfolios to showcase your work

TURNITIN DRAFT COACH

Instructions for Accessing Turnitin Draft Coach in Google Docs

Turnitin Draft Coach is typically available as an add-on or extension within Google Docs, allowing you to check for similarity, citations, and grammar *before* final submission.

Important Pre-requisites:

- Institutional Access: Draft Coach must be licensed and enabled by your school or institution's Turnitin and Google Workspace administrators. If you cannot find the extension, contact your instructor or IT support.
- Account: You must be signed into Google Docs using your institutional/school email account, not a personal Gmail account, for the extension to appear and work correctly.
- Document Type: The document must be a native Google Doc (not an uploaded .doc, .docx, or .pdf file opened in Docs). If you have another file type, copy and paste the text into a new, blank Google Doc.

Step-by-Step Guide

1. Open Google Docs: Sign in to your institutional Google account and navigate to Google Docs.
2. Open Your Document: Open an existing assignment draft or start a new document and paste your writing into it.
3. Access the Extension: In the top menu bar of your Google Doc, click on Extensions.
4. Select Draft Coach: Hover over or click Turnitin Draft Coach, and then select Turnitin Draft Coach again from the submenu.
    - *Note: If the option does not appear immediately, refresh your page and try again.*
5. Draft Coach Panel: The Draft Coach panel should now appear on the right-hand side of your screen.
6. Get Started: The first time you open it, you may need to click a "Get Feedback" or similar button, and you will likely need to read and accept the Terms and Conditions to continue.
7. Run Reports: Once loaded, you can select the tabs or cards in the panel to run different checks:
    - Similarity Check: Checks against Turnitin's database. (*Note: You typically have a limited number of checks for similarity, often three.*)
    - Citations Check: Analyzes your document for correct citation and referencing practices.
    - Grammar Guide: Provides feedback on grammar and mechanics (usually US-English rules).

You are now ready to use Turnitin Draft Coach to review and improve your writing!