

**CPET 581 E-Commerce & Business Technology  
Homework Assignment 9**

**Assigned Date: March 28, 2012**

**Due Date: April 3, 2012, Tuesday before 5:00 PM**

**PART I. Individual Assignment**

**Reading Assignments**

- Read Chapter 7: E-Commerce Marketing Communications
- Read Chapter 8: Ethical, Social and Political Issues in E-Commerce

**Case Study 1 (Chapter 7): The Insight on Technology case** " It's 10 P.M. Do You Know Who Is on Your Web Site?" Case Study questions:

- 1) *What are some of the services offered by Adobe's SiteCatalyst?*
- 2) *Why would you as a webmaster be interested in these services?*
- 3) *Why is site analysis and customer tracking so important to online marketing?*
- 4) *How did National Geographic use SiteCatalyst to its benefit?*

**Case Study 2 (Chapter 7): Instant Ads: Real-Time Marketing on Exchanges, pp. 486-489**

Case Study questions:

- 1) *Pay a visit to your favorite portal and count the total ads on the opening page. Count how many of these ads are (a) immediately of interest and relevant to you, (b) sort of interesting or relevant but not now, and (c) not interesting or relevant. Do this 10 times and calculate the percentage of the three kinds of situations. Describe what you find and explain the results using this case.*
- 2) *Advertisers use different kinds of "profiles" in the decision to display ads to customers. Identify the different kinds of profiles described in this case, and explain why they are relevant to online display advertising.*
- 3) *How can display ads achieve search engine-like results?*
- 4) *Do you think instant display ads based on your immediately prior clickstream will be as effective as search engine marketing techniques? Why or why not?*

Turn-In Requirement:

**\*\* Copy all questions, prepare your answer using Microsoft Word, and prepare for class discussion**

**\*\* Each Student submit your hw 9 by April 3 before 5 PM**

**PART II (Team Assignment)**

- Team 1: Hemchand Lallad ([lallh01@students.ipfw.edu](mailto:lallh01@students.ipfw.edu)); Ryan Van De Weg ([vandrt01@students.ipfw.edu](mailto:vandrt01@students.ipfw.edu)), Joseph Ko ([joeko@comcast.net](mailto:joeko@comcast.net))
- Team 2: Dorian Mirchandani ([dmirchan@gmail.com](mailto:dmirchan@gmail.com)), Kevin Locascio ([locakm01@students.ipfw.edu](mailto:locakm01@students.ipfw.edu)); Gregory Scalet ([scalgf01@ipfw.edu](mailto:scalgf01@ipfw.edu))
- Team 3: Meng-Wei Li ([lim01@ipfw.edu](mailto:lim01@ipfw.edu)); Sayed N. Hassan ([hasssn01@ipfw.edu](mailto:hasssn01@ipfw.edu)), Cesar Ruiz ([ruizct01@students.ipfw.edu](mailto:ruizct01@students.ipfw.edu))

- Team 4: Vicky Hogge ([Vicky.Hogge@raytheon.com](mailto:Vicky.Hogge@raytheon.com)), Peter Muchai ([muchpk01@students.ipfw.edu](mailto:muchpk01@students.ipfw.edu)); Stephen Obima ([obiomachike@gmail.com](mailto:obiomachike@gmail.com))

### **Team Assignment**

Each team should start to organize and submit **the 1<sup>st</sup> draft** of the team's E-Commerce Project Report which should include the following sections

- A letter of transmittal
- Project title, authors, advisors, date, etc
- Table of Contents
- Executive summary
- Keywords
- Chapters/Sections of the Report
- Conclusion and Lesson Learned
- References
- Appendix

### **Hand-in requirement and Due Date:**

- **Each Team:** submit the 1<sup>st</sup> Draft Final Report
- **Team 3** In addition to the needed 1<sup>st</sup> Draft Final Report, the team3 should also prepare a PPT file and plan to lead class discussion
- **Due April 3, Tuesday before 5:00 PM**