

E-Business

COURSE SYLLABUS

About the lecturer:

Jacques Nantel Ph.D. Professeur titulaire HEC Montréal (Jacques.nantel@hec.ca)

Biography:

Dr Nantel, B.Com McGill, Msc HEC Montréal, received a Ph.D. from Indiana University in 1985. Since, he has been active in teaching, research and consulting. Dr Nantel is author or co-author of five marketing textbooks some of which have been translated in more than 8 languages. He has also published several scientific articles in journals such as the Journal of Retailing, The Journal of Advertising Research, The Journal of Interactive Marketing, The International Journal of e-commerce, The Journal of Business Research (JBR), The European Journal of Marketing, the Journal of Social Behavior and Personality, and the Journal of Business Ethic.

In 2000 he received the prestigious «Leaders in Management Education» an award bestowed by the Financial Post to the best professors of the Canadian Business Schools. In 2002 the American Marketing Association (Montréal Chapter) granted him the title of «Personality of the year » for his contribution to the advancement of the marketing profession.

At HEC Montréal he has served as Director of the marketing department, Director of programs and Secretary General. He also acted as Chairman of the Omer DeSerres Chair of Retailing and the RBC Financial Group Chair of e-marketing.

He is a member or has been a member of the following boards: Librairies Renaud Bray, Pierre Belvédère, BMO Advisory Comity on Retirement, TotalMedia (Fondation Chagnon), Groupe Germain, Centraide, CFI (Centre financier international), Groupe Vidéotron, PLB International.

The course:

This course is designed to provide you with the conceptual and practical knowledge you need to understand the implications of digitization for business. Digitization encompasses the Internet and more; Web 2.0, Socila Networks, Smart Phones, Loyalty programs and cards and so on. These technologies are pervasive, but they are merely tools. The primary focus (and final end) is on **marketing strategies**.

Thus, the overall goal is to prepare each student to be an **effective innovator and change agent** by utilizing new digital technologies strategically to contribute to the firm's sales growth, profitability and stock price. The technologies should equip students to make valuable contributions to new product design, product management,

advertising and public relations, selling, pricing, distribution, customer service and job opportunities as vice-president of marketing and sales.

In addition, this course focuses on the psychological, sociological and economic dimensions that influence consumer behaviours and how these factors are used to develop marketing strategies, especially in the context of electronic marketing. The course will take a managerial perspective. Given the nature of the topic, a strong emphasis will be placed on ethical questions especially those surrounding the usage of data base marketing and consumer profiling.

Methodology

Lectures, class discussions and case studies will be the foundations of the learning approach in this seminar.

The lecturer will evaluate the students as follows:

3 Case Studies	60%
Final exam (take home)	40%
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	100%