GUÍA DOCENTE 2022-2023

E-COMMERCE

Degree in MARKETING & COMMUNICATION – 4th year

Assignment Mode: Classroom lesson

GENERAL INFORMATION

Module	Marketing
Type	Compulsory
Number of Credits	3 ECTS
Course	Forth
Semester	1
Schedule	From MONDAY 12nd SEPTEMBER 2022 until SATURDAY 17th DECEMBER 2022
Timetable	Tuesday 11:00 to 13:00 Thrusday, 9:00 to 10:00
Language	English
Lecturer responsible for the subject	María Elena Rodríguez Benito
E-mail	merodriguezbe@upsa.es
Tutorial Schedule	Tuesday 11:00 to 13:00 Thrusday, 9:00 to 10:00

SUBJECT DESCRIPTION

The subject E-commerce focuses on the teaching of the main concepts and models of virtual business today. We will cover the basics fundamentals of the business and economic motivations for eCommerce as well as the needs and desires of individuals as well as the underlying computation, information and communication environments that encompass and enable electronic commerce transactions.

Knowledge and implementation of electronic commerce systems (payment systems, security, usability, data exploitation) and acquisition of technological skills for the creation of virtual stores.

PREVIOUS REQUIREMENTS

Students are required to have coursed the following subjects (or similar): Marketing Fundamentals, Strategic Marketing, Commercial distribution and logistics.

OBJECTIVES

At the end of the course students must be able to:

- Know and be able to develop an e-commerce project through technological skills for creating virtual stores.

- Understand the benefits or disadvantages of setting up an on-line business versus a store-front business.

- Reflect about the future of ecommerce and the role of marketing in a local, social and mobile environment.

SKILLS AND COMPETENCES

Basic and general competences

CG1 - Students should be able to think and act according to universal principles, respect fundamental rights, democratic values, as well as the principles of respect for the environment, social responsibility and development cooperation.

CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues

CB4 - Students can transmit information, ideas, problems and solutions to a specialized and non-specialized audience

Transversal key competences

CT3 - Acquisition of social, emotional, problem-solving and behavioural skills that allow the successful development of professional activity

Specific Competences

CE21 Ability to define and implement global strategies and business models with an intensive use of ICT, and particularly the internet, social networks and e-business systems.

CE22, Ability to select and use the software applications necessary for the diagnosis and analysis of marketing in the company, as well as Strategically manage the advanced technological resources (CRM, Business Intelligence, Data Mining, Data Warehouse, Big Data ...) in the area of the marketing

CE32. Be able to communicate in English in the fields of marketing and commercial communication.

CE35 Capacity to plan and execute marketing strategies in digital environments, new media and spaces for interaction between brands and consumers, as well as the performance and effectiveness of these actions.

CONTENTS

Theoretical concepts

1. Consumer experience and expectations
2. Technology and implementation of an e-commerce
3. Payments and security
4. Distribution of an e-commerce
5. Marketing and usability
6. Legal considerations
7. Approximation to ecommerce analytics and big data

Practical content

Students will be asked to develop an ecommerce project in groups of 3 to 7. Students will start working on it from the 2nd week of the course, following the course program progress.

- Market research and business model
- Site map
- Technical decisions
- Product page and Category page

- Ecommerce marketing
- Analytics
- Legal considerations

Teamwork is a key skill in this subject. Every group should state their working rules and will evaluate each member, ensuring that the final works and grade are linked to the implication of each member.

METODOLOGY

Actividades	Horas
Hours of work classroom	**30 (40%)**
Theoretical sessions	11
Practical sessions	3
Lab practices	10
Group or individual tutoring	4
Evaluation sessions	2
Hours of work out of class	**45 (60%)**
Self-study hours	15
Group assignments	30
Total	**75**

This is an eminently practical subject. During the theoretical sessions we will establish the basis for understanding the importance of e-commerce and its basic tools. The practical part will be dedicated to the creation of a simulated ecommerce.

Tutorials

The teacher will monitor the students' knowledge and help them with aspects covered in the subject. In addition, online tutorials will be available for any specific subject matter. In the tutorials the students can clear the doubts and queries related to the content of the assignment, exercises, cases or other related.

EVALUATION CRITERIA

Ordinary Call

- Continuous evaluation through the monitoring of the work in the classroom, intervention and exhibition in class: 10% of the final grade.
- Practical activities: It includes group projects and individual work. 60% of the final grade.
- Content tests: will be done at the end of the training period, an objective individual test of all knowledge developed. The tests include objective tests, short questions and/or case study/reading: 30% of the final grade

The assumptions of evaluation are:

- The student who pass both parts will pass the subject in the Ordinary call of January
- The student who does not pass one of the parts of the subject, will have to attend the extraordinary call related to the failed part. The exam will cover both the theoretical contents and the practical part of the subject, including readings and materials.

Extraordinary call

The evaluation of extraordinary call will be carried out through an only test: with questions related to theory, practices and readings.

If the student has failed the practical part during the ordinary call, he or she will need to submit several assignments before taking the exam.

Other considerations:

- Although the teacher will give a group grade for the ecommerce proposal, there will be a correction related with the individual implication and work. It is possible that your group work has a grade over 5 and that your individual grade makes you fail the subject.

- Homework, class work and exercises must be delivered on the specified dates and in the requested form. No work will be accepted that violates the dates and form.

- Plagiarism or copying will not be tolerated, meaning as such the reproduction of paragraphs of texts of which the student is not the author (Internet, books, articles, works of companions...). The original sources of information must be unmistakably cited.

- In case of detection, the practice will be directly qualified with 0.

LEARNING RESOURCES AND TUTORIAL SUPPORT

References:

You will be provided with specific resources by topic in the Moodle platform, but here you have some more generic resources for your learning:

Bibliography:

Chaffey, D. (2014) E-business and ecommerce management

Fagundo, A., Bastón R, y Hernandez V.   (2021) Ecommerce. Cómo montar una tienda online... ¡y que venda

Graff, A. (2016) The E-Commerce Book: About a channel that became an industry

Krug, S.. Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability

Miles, J. (2021) E-Commerce Power: How the Little Guys are Building Brands and Beating the Giants at E-Commerce

Moro, M. S., & Fernández, J. C. (2020). *Marketing digital y dirección de e-commerce: INTEGRACIÓN DE LAS ESTRATEGIAS DIGITALES*. ESIC Editorial.

Peciña, I. S. (2017). *El comercio electrónico: Una guía completa para gestionar la venta online*. ESIC Editorial.

Stone, B. (2021) Amazon Unbound: Jeff Bezos and the Invention of a Global Empire

Online resources:

http://ecommerce-news.es/

http://ecommerce-platforms.com/

https://blog.kissmetrics.com/

http://www.practicalecommerce.com/

http://www.ecommercetimes.com/

Moodle platform

In Moodle platform the student will find the basic materials of the subject, both the lecture notes, assigned articles and complementary resources and articles or pieces of news that help illustrate the subject.

Tutorial

There is a tutorial service schedule for 3 hours a week so that the student can receive the support he/she needs. Similarly, tutorial support can be obtained through the tools available in the Moodle space (chat, forums, etc). In addition, the student can arrange virtual tutorials through Meet with the teacher if need it. We recommend making an appointment with the teacher via email at least 24 hours before of the desired time (Monday to Friday).

PROFESSOR RESUMEE

María Elena Rodriguez is PhD from the UPSA. She is currently assistant professor in its Faculty of Communications where she teaches various subjects related to marketing and corporate communication. Her research deals with marketing sustainability and ethics, including her thesis about a new marketing model based on the Economy of the Good Common.

She has a double degree in Advertising and Audiovisual Communication at UPSA and holds three master's degrees in areas related to marketing, communication and business which are: Master in Strategic Communications (UPSA), Master in international business (CECO-ICEX) and a Masters in Information and Knowledge Society (UOC).

Specialized in Online marketing, she has developed her professional career in the digital environment and the startup sector.