1. Basic description

- **Name of the course:** Electronic Commerce
- **Area:** Marketing - Market Research
- **Profile:** Marketing - Market Research
- **Academic year:** 2014-2015
- **Term:** 1st
- **Degree / Course:** Bachelors Degree in International Business and Marketing
- **Code:** 40195
- **Number of credits:** 4 ECTS
- **Total number of hours committed:** 100
- **Teaching language:** English
- **Lecturer:** Antonio Márquez
- **Timetable:**

  **GROUP G1:**
  Mondays, 08:00 – 10:15

  **Seminars - Groups**
  Wednesdays, 101 08:00 – 08:55 / 102 09:00 – 09:55

  **GROUP G2:**
  Mondays, 10:30 – 12:45

  **Seminars - Groups**
  Wednesdays, 201 10:45 – 11:40 / 202 11:45 – 12:40

  **Office hour:**
  Fridays, 15:30-16:30 (prior appointment 2 days in advance at: antoniorso10@gmail.com)

2. Presentation of the course

Since markets are going global, and Internet is becoming one of the main tools to have a wide presence on international markets, it is relevant to understand the implications of the new electronic world and how it affects business, consumers and the society in general. The purpose of this course is to cover these topics, both from a theoretical and practical point of view.
The subject’s primary objective of the course is to equip the student with the basic skills required for successfully developing international eComerce strategies.

### 3. Competences to be achieved in the course

<table>
<thead>
<tr>
<th>General competences</th>
<th>Specific competences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generic systemic competences</strong></td>
<td><strong>Disciplinary/ competences</strong></td>
</tr>
<tr>
<td>G.S.1. Ability to apply creativity. G.S.6. Proactivity, ability to suggest, develop and implement initiatives and changes within the organisation.</td>
<td>E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies.</td>
</tr>
<tr>
<td><strong>Competences for applicability</strong></td>
<td><strong>Professional competences</strong></td>
</tr>
</tbody>
</table>

The above competences interrelate with the basic competences set out in Royal Decree 1393/2007, namely:

- a. competence to **comprehend knowledge, on the basis of general secondary education**
- b. competence to **apply knowledge** to day-to-day work in international management or marketing, in particular, ability to develop and defend arguments and to solve problems
- c. competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality
- d. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialised and non-specialised public
- e. competence to **develop learning activities** in a relatively autonomous manner.

In order to establish a correspondence between the basic competences and those developed in the Decree, these are grouped according to two criteria. Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic competences and those that define the professional profile of the graduate, with respect to general and specific competences.

**Basic competence: application of knowledge**

//. **General competences** G.S.1 //. **Specific competences** E.P.11
Basic competence: **gather and interpret data**

/. *General competences* G.A.3

Basic competence: **communicate and transmit Information**

/. *General competences* G.S.6

**Competences that define the professional profile which are not included under basic competences**

In general, these competences combine the following key elements for professionalizing students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project
- provide students with the capacity to take complex decisions and carry out negotiation processes

/. *General competences* G.A.4, G.A 5

//. *Specific competences* E. D. 11, E.P.14

**Own competences of the subject**

Ability to use e-commerce as an additional promotional channel for companies.

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4. **Contents**

**Part I: Introduction to eCommerce**

1. eCommerce fundamentals
2. An overview of internet trends

**Part II: Web design and usability**

3. Key elements to build an eCommerce platform
4. Usability and persuability
5. Accessibility and responsive design
6. Customer centricity

**Part III: Other key aspects of an eCommerce platform**

7. Technology
8. Security and data protection
9. Payment methods, taxes and delivery
Part IV: Traffic acquisition
10. Search Engine Optimization
11. Search Engine Marketing
12. Social Media Marketing
13. Other promotional tools

Part V: Web analytics & Return on Investment
14. Methodology and basic concepts
15. Key Performance Indicators (KPI)
16. Conversion and Return On Investment (ROI)
17. AB and Multivariate Testing

Part VI: Types of eCommerce
19. Social Commerce
20. Mobile Commerce
21. Solomo
22. DOs & DON’Ts

Part VII: The new business models
23. The profile of e-buyers
24. Long-Tail theory vs. Pareto’s Theory
25. New pricing policies: Free, Premium and Freemium solutions, couponing
5. Assessment

Regular Term Evaluation

The final grade will be determined by the weighted average of the following continuous evaluation individual and group activities and a final exam.

<table>
<thead>
<tr>
<th>Team Work</th>
<th>Individual</th>
<th>Individual</th>
<th>Final Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Commerce company / Subject Oral Presentation</td>
<td>E-Commerce Web Site Creation</td>
<td>App Presentation</td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td>25%</td>
<td>5%</td>
<td>40%</td>
</tr>
</tbody>
</table>

A minimum grade of 4 out of 10 (including the re-sit) on the final exam is a necessary condition to receive a quantitative evaluation of the course.

A minimum average grade of 5 out 10 is necessary to pass the course. In case of non-attendance to the final exam, the student will receive an “N.A.” grade.

In case of re-sit for the final exam, other assessments will keep the grade and the % from overall grade.

Readings and Quiz are mandatory.

Team Work: The eCommerce project is a task prepared by team of 3 members.

As a professor’s source of information, under confidentiality, team members will be asked to grade other’s team members.

6. Bibliography and teaching resources

e-business strategy:

**Design and architecture website:**


**Resources posted on Aul@-Esci**

PowerPoint slides.

Readings

Business cases.

Updated studies on eCommerce.

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**7. Methodology**

**Lectures:**
On Lectures, theoretical background and basic examples will be taught. According to the program outlined in section 8, students are expected to do a series of readings and will be discussed in class, guided by the instructor and will address the competences to be achieved in the course.

**Seminar Classes:**
In groups of 3 members, students will do searches and analyze existing e-commerce sites to prepare their oral presentation based on a real “best practice” e-commerce company or e-commerce relevant subject. During that period, the Instructor will advice and guide students. A previous Instructor’s accord is necessary to make the oral presentation.

Individually students will create and develop a real eCommerce site. During seminar classes instructor will guide students on this development and strategies of implementation. A previous Instructor’s accord is necessary to make the presentation.

Student will choose a relevant App to present to rest of the class. A previous Instructor accord is necessary to make the App presentation.

**In the classroom:** Lecture classes, Seminars.

**Outside the classroom:** Group work, Individual work (press review, reports, exercises...), Independent study and readings
8. Scheduled activities

Allocation of hours between theory (2h per session) and seminars (1 h per session )
The out-class activities of the course is 37,5h.

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity in the classroom</th>
<th>Duration</th>
<th>Activity outside the classroom</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Seminar: 1) Introduction to the Project</td>
<td>1</td>
<td>Readings</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Lecture: 1) Introduction to eCommerce, Seminar: 2) Benchmark of competitors</td>
<td>3</td>
<td>Readings, Benchmark</td>
<td>5</td>
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<tr>
<td>3</td>
<td>Lecture: 1) Web design and usability I, Seminar: 2) Defining your eCommerce platform I</td>
<td>3</td>
<td>Readings, Index of functionalities</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Lecture: 1) Web design and usability II, Seminar: 2) Defining your eCommerce platform II</td>
<td>3</td>
<td>Readings, Structure &amp; design of website I</td>
<td>6</td>
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<tr>
<td>5</td>
<td>Lecture: 1) Security, payment, taxes &amp; delivery, Seminar: 3) Defining your eCommerce platform III</td>
<td>3</td>
<td>Readings, Structure &amp; design of website II</td>
<td>6</td>
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<tr>
<td>6</td>
<td>Lecture: 1) Traffic acquisition: SEO, Seminar 2) SEO strategy</td>
<td>3</td>
<td>Readings, SEO strategy</td>
<td>6</td>
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<td>7</td>
<td>Lecture: 1) Traffic acquisition: SEM, SMM &amp; other, Seminar: 2) SEM &amp; SMM Campaign</td>
<td>3</td>
<td>Readings, Google Adwords &amp; SM Campaign</td>
<td>6</td>
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<td>Week</td>
<td>Lecture</td>
<td>Seminar</td>
<td>Reading</td>
<td>KPI &amp; Dashboard</td>
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<td>9</td>
<td>1) Types of eCommerce&lt;br&gt;&lt;br&gt;<strong>Seminar:</strong>&lt;br&gt;2) Web Analytics&lt;br&gt;&lt;br&gt;<strong>Lecture:</strong>&lt;br&gt;1) Types of eCommerce</td>
<td>3</td>
<td>Readings</td>
<td>Launching I</td>
</tr>
<tr>
<td>10</td>
<td>1) The new business models&lt;br&gt;&lt;br&gt;<strong>Seminar:</strong>&lt;br&gt;2) Launching I&lt;br&gt;&lt;br&gt;<strong>Lecture:</strong>&lt;br&gt;1) The new business models&lt;br&gt;&lt;br&gt;<strong>Seminar:</strong>&lt;br&gt;2) Launching II</td>
<td>3</td>
<td>Readings</td>
<td>Launching II</td>
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<td><strong>TOTAL</strong> 28</td>
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<td><strong>FINAL EXAM</strong> 5</td>
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<td><strong>TOTAL</strong> 71</td>
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*THE PROFESSOR RESERVES THE RIGHT TO MODIFY THE COURSE SYLLABUS AS THE NEED ARISES*