E-COMMERCE TEACHING GUIDE 2024-25

GENERAL DETAILS

Course Title:	E-Commerce
Code:	801434
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
Number of credits (ECTS):	4
Place in the scheme of studies:	1st Semester
Date of last revision:	July 2024
Professor Responsible:	Prof. Ramon Montanera Mateu

1. GENERAL DESCRIPTION

In today's digital age, e-commerce has become a fundamental pillar for the success of companies in the global arena. This course provides an in-depth understanding of the strategies, technologies, and practices that drive e-commerce, enabling marketers to maximize the reach and efficiency of their business operations.

The importance of e-commerce lies in its ability to break down geographical barriers, allowing companies to access international markets and attract a global audience. In addition, e-commerce offers a versatile platform for marketing personalization, making it easier to create personalized shopping experiences that increase customer satisfaction and loyalty.

Another crucial aspect is cost optimization. E-commerce platforms significantly reduce operational costs compared to physical stores, allowing for more efficient inventory and resource management. Likewise, e-commerce offers advanced data analysis tools, which allow businesses to make informed decisions based on consumer behavior and market trends.
E-commerce represents an opportunity for expansion and growth for companies in many markets, and therefore you must be there.

2. OBJECTIVES

At the end of the course the student will be able to:

- Apply digital marketing concepts and strategies to enhance online presence and optimize the impact of e-commerce campaigns.
- Evaluate and adapt digital business models, justifying their viability and profitability to implement effective e-commerce strategies.
- Apply strategies to each stage of the marketing funnel to attract, convert and retain customers, improving the overall performance of e-commerce.

- Implement generative artificial intelligence solutions to personalize content and improve user interaction and conversion on e-commerce platforms.
- Develop and implement content marketing and SEO strategies to increase visibility and positioning of the online store, attracting and retaining customers.

3. CONTENTS

TOPIC 1. INTRODUCTION TO E-COMMERCE

Learning Outcomes

- Analyze the historical development of e-commerce and its impact on global trade.
- Recognize the importance of e-commerce for business competitiveness.
- Identify the key platforms and technologies in the e-commerce ecosystem.
- Assess emerging trends and their implications for the future of e-commerce.

Contents

1.1. History and evolution of e-commerce.
1.2. Importance and benefits of e-commerce in the current context.
1.3. Main platforms and technologies used in e-commerce.
1.4. Trends and future of e-commerce.

TOPIC 2. BUSINESS MODELS

Learning Outcomes

- Differentiate and evaluate the various business models in the digital environment.
- Identify the characteristics and advantages of the different types of e-commerce.
- Plan and design an e-commerce project from scratch.
- Improve the online shopping experience by applying UX principles and data analytics.

Contents

2.1. Business Models:
    2.1.1. Definition and types of digital business models.
    2.1.2. Examples and case studies of different business models.
2.2. Types of E-Commerce:
    2.2.1. B2B, B2C, C2C, C2B, among others.
    2.2.2. Characteristics and examples of each type of e-commerce.

2.3. Planning and Designo f an E-commerce:
        2.3.1. Planning phases of an e-commerce project.
        2.3.2. Design principles of an effective online store.
        2.3.3. Tools and platforms for the creation of an e-commerce.
2.4. Online Shopping Experience:
        2.4.1. Factors influencing user experience (UX).
        2.4.2. Best practices to optimize the shopping experience.

TOPIC 3. ESTRATEGIA DE FUNNEL DE MARKETING

Learning Outcomes

- Recognize and apply the stages of the marketing funnel in the context of e-commerce.
- Propose and execute content marketing strategies that generate value for customers.
- Implement SEO techniques to improve online store visibility and traffic.
- Differentiate and apply SEO and SEM strategies to maximize reach and conversions.
- Use social media effectively to boost e-commerce.
- Measure and analyze the performance of e-commerce strategies using advanced data analysis tools.

Contents

3.1. Funnel Stages:
        3.1.1. Description of the marketing funnel stages (awareness, interest, desire, action, loyalty).
        3.1.2. Strategies to attract and convert customers at each stage of the funnel.
3.2. Content Marketing:
        3.2.1. Creation and distribution of relevant and valuable content.
        3.2.2. Content marketing strategies for e-commerce.
3.3. SEO (Search Engine Optimization):
        3.3.1. Basic and advanced SEO principles.
        3.3.2. Techniques to improve search engine positioning.
3.4. SEM (Search Engine Marketing):
        3.4.1. Differences between SEO and SEM.
        3.4.2. Pay per click (PPC) strategies and advertising campaigns.
3.5. Social Networks:
        3.5.1. Use of social networking platforms to boost e-commerce.
        3.5.2. Social commerce strategies and social media advertising.
3.6. Measurement and Analysis:
        3.6.1. Key tools and metrics for measuring e-commerce performance.
        3.6.2. Data analysis for informed decision making.

TEACHING AND LEARNING METHODOLOGY

It is based on participative expository classes complemented with reading in advance of the different topics. Class practices and homework are expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course there will be activities such as problem solving, participation in debates and case resolution.
- Practical class of resolution, with the participation of the students, of practical cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the professor.

4. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

FG = Final Exam Grade x 40% + Continuous Assessment Grade x 60%

The minimum grade for the final exam to calculate the FG will be 40 points out of 100.
The subject is passed with a final grade equal to or greater than 50 points out of 100.

Activity type	Description	% Continuous Assessment	
Course work:			60 %
Post		16,67%	
Podcast		16,66%	
Social Listening exercise		16,67%	
Digital marketing plan		50%	
Final exam:			40 %
	Final exam	100%	

5. BIBLIOGRAPHY

- Baston, R.; Fagundo, A.; Hernández, V. (2021). *Ecommerce. Como montar una tienda online… ¡Y que venda!.* Anaya Multimedia.

- Sole, M., Campo, J. (2020). *Marketing digital y dirección de e-commerce: integración de las estrategias digitales.* Esic Editorial.