

MARKETING AND E-COMMERCE

COURSE: FOURTH

SEMESTER: SECOND

TYPE: OBLIGATORY

CREDITS: 6

LANGUAGE: ENGLISH

SENIOR LECTURER: [ALFREDO DUARTE](#)

OBJETIVES:

The electronic commerce or e-commerce is a new way of business that arises thanks to the Internet, as an alternative or supplement of the traditional selling channels. It is mainly characterized because year by year, and supported by the disruption of the technology, its growth and development is exponential. This new online channel enhances an innovative comprehension of the digital business – without limits neither frontiers and with the possibility of getting access from a wide variety of different devices in which there is just required to have Internet connection. In this way, it reduces significantly the necessary infrastructure to sell and multiplies the number of possible customers.

Thanks to this subject, the student will learn the necessary tools to set up and carry out an online business; as well, it will acquire a global knowledge of the digital ecosystem and will also learn how to define and plan the strategy that will lead him/her to the success. The student will learn and know the fundamental aspects to outline properly the aforementioned business (product, market, target, differential values...) and will be able to develop a plan that takes into account, among other factors: the financial aspects, the logistic and stock management, and the ways of payment or the current legislation.

It will address the creation of a webpage, choosing the technological solution that adapts best to the needs of the project, and will be able to implement a media plan, knowing the main digital marketing strategies that will allow her/him to promote it.

With a theoretic-practical approach, along the semester, the student will work on the ideation and creation of a digital business, developing the necessary and the most appropriate marketing strategy for it.

COMPETENCES:

BASIC

- **CB2** – Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study

GENERAL

- **CG1** – Develop language skills and express themselves adequately and convincingly in different situations of oral and written communication in the languages of the community and in English.
- **CG4** - Design and develop new ideas and projects that incorporate innovative concepts and methodologies.
- **CG8** - Use the new information and communication tools as a tool to be able to express and communicate in different technological environments with specific programs.

SPECIFIC

- **CE4** – Manage the fundamental tools of strategic marketing to apply them in the field of advertising, public relations and marketing in national markets and especially in international markets.

LEARNING OUTCOMES:

- **R1** - Use the main online promotion channels

- **R2** - Identify market niches in the e-commerce sector
- **R3** - Develop commercial solutions in an online environment
- **R4** - Applies web analytics solutions to an e-commerce site
- **R5** - Identify the safest payment platforms in e-commerce
- **R6** – Be able to apply and develop knowledge through arguments or procedures and supported by them, understanding of these and their abilities to solve problems in complex or professional and specialized work environments that require the use of creative and innovative ideas.

CONTENT:

1. Vision and Digital Strategy

- Some basic concepts of the Digital Era
- Vision of the digital environment and ecosystem
- High performance digital equipment
- Agile's methodology
- KATA's model and digital talent management
- Canvas' Business Model
- Digital Identity

2. Digital Marketing

- Precedents (background)
- The Digital Marketing
- Other approaches to the Digital Marketing.
- Digital marketing model and phases
- Main methodologies and tools

3. Digital Content

- Content Strategy
- Content Marketing
- Content management and CMS

4. Social Media

- Current Outlook of social media
- Social Media Plan
- Paid Media
- Public Relations 2.0 & Influencers
- Online video, the success format
- Social Metrics
- Main tools
- Trends

5. Digital Technology

- The technology in the digital environment
- Internet's technical architecture
- Servers and infrastructure
- Application's programming
- Products and services
- Open code products
- Integration of services
- Software's engineering

6. Mobile & APPS

- Introduction to Mobile Marketing
- Apps
- Techniques of Mobile Marketing
- Mobile Advertising
- Mobile Commerce
- Mobile's technology
- Mobile app Metrics and Analytics
- Trends

7. Design & UX

- How to create an user's strategy
- Types of experiences
- User's experience

- Designing for different attitudes
- Usability
- What makes a product more useful?
- Basic principles of simplicity
- Landing Pages
- User's test and results
- Methods to do the test
- Tools

8. E- commerce

- Foundations
- Marketing: make a brand known and gain visits
- Paying channels
- Delivering: logistic and customer's service
- Technical platforms

9. Search Engines

- Introduction to search engines
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Strategy in search engines

10. Advertising and Digital Channels

- Current frame of Advertising
- Brief history of Digital Advertising
- ¿How to do Digital Advertising?
- Ecosystem of the digital channels for advertising
- Innovation in the ecosystem
- Results Marketing
- How to measure success?
- Technology

11. Digital Law

- Introduction
- Transversal problems

- Problems according to the type of business
- Set in motion of a business in the digital environment

12. Metrics & Data Analytics

- Sources of information
- Key Metrics
- Google Analytics
- Models of vesting (related with ROI)
- Metrics in media sector
- Metrics in the transactional sector

EVALUATION SYSTEM:

There will be a core assignment (in group) that will be divided in three parts (20% each one) and a final presentation (10% of the grade and all the group members must participate).

Furthermore, at the end of the subject, the students will do a final exam (30% of the grade) in order to validate the acquired knowledge.

The participation in class, the interest for the course contents and the practices made through it will be positively evaluated.

The core project is the 70% of the final mark and cannot be recovered. The other 30% of the subject will be graded through the final exam, which needs to be passed, at least, with a 5 out of 10. If the student fails the exam, he/she can recover it during the complementary period on the condition that he/she has developed a positive evaluation of the core project (making, submitting and presenting it with his/her group members) and has demonstrated predisposition and interest.

METHODOLOGY:

The subject is in person and combines the theoretical knowledge with its practical implementation. During the class sessions, the teacher will explain the course contents of the program through different learning methodologies as well as with formative activities in

groups to complement and practice the acquired knowledge. Furthermore, the students will have to develop the individual activities during the hours of personal work.

In addition, during the hours of personal work, the students will make and develop by groups a final assignment that they will present at the end of the subject. In order to do so, the students will have hours of personal tutoring in which the teacher will supervise and guide the project development.

Finally, it is recommended to the student to dedicate every week some hours of personal work to the subject, in order to consolidate the knowledge acquired in each topic. This personal work will consist in making a review of the theoretical aspects explained in class and complement them with the basic bibliography.

BIBLIOGRAPHY:

- [ESERP online library] - Gwynne, S.C. Burke, F. (2016). *Online Marketing for Busy Authors. A Step-by-Step Guide*. Berrett-Koehler Publishers.
- [ESERP online library] – Szabo, P. (2017). *User Experience Mapping*. Packt Publishing.
- [ESERP online library] – Drogseth, D. Craig, J. (2017). *User, Customer, and Digital Experience: Where Service and Business Performance Come Together*. Enterprise Management Associates (EMA).