



UNIVERSIDAD PONTIFICIA DE SALAMANCA

E-commerce

Degree in MARKETING & COMMUNICATION – 4th year

Assignment Mode: Classroom lessons

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E-commerce

General information

Module: Marketing

Type: Compulsory

Number of credits: 3 ECTS

Term: 4^o Course – 1st Semester

Schedule: 16th September to 19th December.

Time frame: Thursday from 10:00 to 12:00

Language: English

Professor responsible for the assignment: María Elena Rodríguez Benito

E-mail: merodriguezbe@upsa.es

Office hours: Monday 10:00 to 12:00 and Thursday 9:00 to 10:00

Description of the assignment

Electronic commerce, commonly called eCommerce, is traditionally defined as the buying and selling of goods using electronic transaction processing technologies. Since the first experiences 30 years ago, eCommerce continues to evolve both technologically and in the scope of its market reach.

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 the underlying computation, information and communication environments that encompass and enable electronic commerce transactions.

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 skills	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	CT9. Ability to develop creativity, innovation and entrepreneurship. CT10. Ability to communicate in English. CT11. Achieving the skills of basic technology management Information and communications (ICTs)
Specific Competences	EC21 Ability to define and implement global strategies and business models with an intensive use of ICT, and particularly the internet, social

	<p>networks and e-business systems.</p> <p>EC22, 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</p> <p>EC.32. Be able to communicate in English in the fields of marketing and comercial communication.</p> <p>EC35 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.</p>
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Contents

THEORETICAL CONCEPTS

1. Internet and e-commerce system
2. The Development of E-commerce
3. E-commerce marketing & usability
4. Payment and security issues
5. Legal Considerations
6. Technology and Implementation: CRM&CMS
7. Customer service expectations
8. Distribution in Ecommerce
9. Ecommerce analytics and big data
10. Future and trends

PRACTICAL CONCEPTS

During the class, we will discuss several case studies regarding the main topics. At the beginning of the subject the students will choose a web site or company and then apply everything learnt to these sites. The result will be a recommendations document about how to improve or build the chosen web site. This is a group assignment and the final project will be presentment during the last class. Studentes can do it individually.

There will be also an individual assessment: each student will investigate about a web site that is or was important for the development of ecommerce and present to the class their main findings. Additionally, students will be ask to take the Google Analytics official exam as a complementary content.

Methodology

METHODOLOGY	HOURS	HOURS OF WORK CLASSROOM	HOURS OF WORK OUT OF CLASS
Plenary sessions	13	30 (40%)	
Practical sessions	7		
Lab practices	5		
Group or individual tutoring	2		
Evaluation sessions: Class presentations & exam	3		
Selfstudy hours	15		45 (60%)
Homework (readings, research, case studies...)	30		
TOTAL		30	45

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 analyzing online business, including the visit of some professional and to know processes and tools of creation of online stores, web analytics, usability, etc.

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.
- Targeted practical activities where the knowledge treated will be applied. They include group projects and individual work through the prior analysis of experiences and case studies: 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 and short questions: 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

June extraordinary call related to the failed part. The exam will cover both the theoretical contents and the practical part of the subject, including any recommended 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 have 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 note for each practice and challenges, not all will have the same weight. The teacher will explain the weighting when delivering the final note.
- 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 ...), when the original source of information is unmistakably cited.
- In case of detection, the practice will be directly qualified with a 0.

Materials Required, References and Tutoring

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:

Garibaldi, Gerard. Comercio Electrónico: conceptos y reflexiones básicas.

Godin, Seth. Meatball Sundae: Is Your Marketing out of Sync?

Fisk, Peter. Gamechangers.

Ed Wiley Karat, Clare-Marie and others. Designing personalized user experiences in eCommerce
Dordrecht : Kluwer Academic, cop. 2004

Kaushik, Avinash. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity

King, Ann King The Complete Guide to B2B Marketing: New Tactics, Tools, and Techniques to Compete in the Digital Economy

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

Laurdon, Kenneth and Stone, Brad. The Everything Store: Jeff Bezos and the Age of Amazon

Plant, Robert. eCommerce: formulation of strategy. Prentice Hall 2000

Spencer, Stephan; Harding, Jimmy; Sheahan, Jennifer. Social eCommerce: Increasing Sales and Extending Brand Reach

Traver, Carol. E-Commerce 2016: Business, Technology, Society Pearson Education, Limited, 2016

Online resources:

- <http://www.wired.com/category/business/>
- <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 piece of news that help illustrate the subject.

In the Moodle platform of the subject you will find the statements of each task that the student must perform. In general, the works will be delivered through this platform.

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 Skype 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.

Professor Resumee

María Elena Rodríguez Benito is an associate professor at UPSA, where she teaches various subjects related to corporate communication and the marketing. She is currently undertaking her doctoral studies, which deals with a new marketing model based on the Economy of the Good Common.

She combines teaching with the business world, where she is strategic and digital marketing consultant for various companies. Specialized in Online marketing, she has developed her professional career in the digital environment, as head of marketing for an ecommerce (Proporta) and as an online marketing consultant at the agency Internet Advantage.

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).