

1. BASIC INFORMATION

Course name	E-Commerce
Degree	Marketing
School / Faculty	Social and Communication Sciences
Year	3
ECTS	6 ECTS
Course type	Required
Language/s	English
Mode	On-campus
Semester	1
Academic Year	2019/2020
Coordinator	José Antonio Blázquez

2. OVERVIEW

E-Commerce is a Year 3 course in the undergraduate degree in Marketing in the Faculty of Social Sciences and Communication.

The course explores the basic concepts of e-commerce and its incorporation into and effects on marketing plans, with focus on three key areas: strategy, technology, and implementation and practice.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- **CB01: Knowledge in an area of study** that builds on the basis of general secondary education, and is usually found at a level that is supported by advanced textbooks and also includes aspects that imply knowledge from the forefront of its field of study

Transversal competencies:

- **CT18: The ability to effectively use information and communication technologies** as a tool for the search, processing and storage of information, as well as for the development of communication skills.

Specific competencies:

- **CE04: The ability to identify and evaluate the needs of consumers** in order to design processes and create products and solutions with which to channel demand towards a brand's offering..
- **CE22: Rigor in the justification of marketing proposals**, based on objective data and avoiding subjectivity and bias.

Learning outcomes:

- **LO1: Has basic knowledge of e-commerce**, including its essential conceptual and pragmatic elements.
- **LO2: Has the ability to analyze internal factors** involved in the process: databases, payment systems, products in digital support, social behavior...
- **LO3: Can identify the different systems of an e-commerce architecture**, as well as the different e-commerce modalities, depending on the participants.
- **LO4: Can apply the concepts and techniques of information security** in different areas of electronic commerce.
- **LO5: Has an understanding of the importance of databases** as a repository of all the information that a company manages in e-commerce.
- **LO6: Can identify the two key types of information used in e-commerce applications:** the one that refers to the company's sales operations, and the one that is useful for decision making.
- **LO7: Is familiar with the main different electronic payment systems** and their most important properties.

The table below shows the relationship between the competencies that are developed in the course and the learning outcomes that are pursued:

Competencias	Resultados de aprendizaje
CC01	LO1, LO2, LO3, LO4, LO5, LO6, LO7
TC18	LO3, LO4, LO5, LO6, LO7
SC04	LO1, LO2, LO4
SC22	LO6

4. CONTENT

Content:

- Introduction to e-commerce
- Security in e-commerce
- Information management
- Electronic payment systems
- Electronic copyright protection systems

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied

- Problem-based learning
- Project-based learning
- Master classes
- Field experiences (through visits to companies, institutions, etc.)

6. TEACHING ACTIVITIES

The following are the types of training activities that will be carried out and the student's dedication to each of them:

Teaching Activity	Hours
Master classes	40
Autonomous work	35
Oral presentations	10
Case studies and Problem solving	20
Written reports and documents	20
Test of knowledge	5
Tutorial sessions	20
TOTAL	150

7. ASSESSMENT

The following assessment methods will be used, with the associated weight on the total grade:

Assessment method	Weight
Written examination of knowledge	40%-50%
Case study and Problem solving	10% - 20%
Projects, Reports, and Documents	20% - 30%
Oral presentations	10% - 20%

The Virtual Campus will provide details of the evaluation activities that must be carried out, as well as the delivery dates and the evaluation procedures of each.

7.1. Regular sitting

To pass the subject in the regular sitting, a grade equal to or above 5 out of 10 must be obtained. The Written examination of knowledge will account for 30% of the final grade. This examination must be passed with a minimum grade of 5 out of 10 to be able to generate a weighted average with the rest of the activities.

7.2. Second sitting

To pass the subject in the second sitting, a grade equal to or above 5 out of 10 must be obtained.

The activities not delivered and / or the Written examination not passed must be provided appropriately, after having received the corresponding corrections to them by the teacher, or those that were not delivered.

8. SCHEDULE

This section indicates the schedule with delivery dates of evaluable activities of the subject:

Evaluable activities	Date
Activity 1. E-Commerce sites study	Week 5
Activity 2. Comparison shopping	Week 9
Activity 3. SWOT	Week 11
Activity 4. Revenue models	Week 12-13
Activity 5. Document draft	Week 15-16
Activity 6. Final document and presentation	Week 17-18
Activity 7. Written examination	Week 18

This schedule may change as a result of the ongoing activities. Students will be notified of any modification in due process and time.

9. BIBLIOGRAPHY

The following is a recommended bibliography.

- Carr, Nicholas (2010): *The Shallows*, NY, Atlantic Books.
- Chaffey, Dave (2015): *Digital Business and E-Commerce Management*, Harlow (UK), Marketing Insights Limited (Pearson Education).
- Daniel, Ian (2011): *E-commerce Get It Right!*, NeuroDigital.
- Larsson, Tanner (2016): *E-Commerce Evolved*, BuildGrowScale.

10. DIVERSITY CARE UNIT

Adaptations or curricular adjustments to guarantee equal opportunities for students with specific educational support need will be overseen by the Diversity Care Unit. The issuance of a report of curricular adaptations / adjustments by said Unit will be an essential requirement, therefore, students with specific educational support needs should contact unidad.diversidad@universidadeuropea.es at the start of each term.

COURSE WORK PLAN

HOW TO COMMUNICATE WITH YOUR TEACHER

When you have a question about the contents or activities, do not forget to write it in the forums of your subject so that all your classmates can read it.

Someone else may have the same question as you!

If you have any questions exclusively for the teacher you can send a private message through the Virtual Campus. Furthermore, should you need deeper exploration of a topic, you can agree an individual tutorial.

You should regularly read the messages sent by students and teachers, as they constitute another way of learning.

DESCRIPTION OF ASSESSMENT ACTIVITIES

Activity 1. E-Commerce sites study

- Identify and analyze the type of sites for a variety of companies.

Activity 2. Comparison shopping

- Compare the online and offline consumer journey and retailer proposition for a specific product.

Activity 3. SWOT

- Execute a SWOT analysis of a company in a specific geography area, from an e-commerce perspective.

Activity 4. Revenue models

- Identify the full range of current and potential revenue models for a company.

Activity 5. Document draft

- Deliver the final draft for the document to be delivered at the end of term.

Activity 6. Final document and presentation

- Deliver the final document and present the proposal for the solution to a real-life problem/project.

Activity 7. Written examination