1. Basic description

Name of the course: Electronic Commerce and Marketing
Area: Marketing - Market Research
Profile: Marketing - Market Research
Academic year: 2011-2012
Year: 3rd
Term: 1st
Degree / Course: Bachelors Degree in International Business and Marketing
Code: 43105
Number of credits: 4 ECTS
Total number of hours committed: 100
Teaching language: English
Lecturer: Victor de Francisco, Xavier Rivera
Timetable:

GROUP G1:
Mondays, 13:15 – 15:30
Thursdays (seminars), 1A 11:20-12:15 / 1B 12:20-13:15

GROUP G2:
Mondays, 10:45-13:00
Thursdays (seminars), 2A 14:35-15:30 / 2B 13:35-14:30

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 eCommece 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></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>
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<tr>
<td><strong>Competences for applicability</strong></td>
<td></td>
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<tr>
<td>G.A.3. Ability to search and exploit new information sources.</td>
<td></td>
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<tr>
<td>G.A.4. Ability to understand and apply the network concept.</td>
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<tr>
<td>G.A.5. Ability to understand an economic organisation with a global perspective.</td>
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<tr>
<td><strong>Disciplinary/ competences</strong></td>
<td></td>
</tr>
<tr>
<td>E.D.11. Introduce the basic marketing tools and capacitate for planning commercial strategies.</td>
<td></td>
</tr>
<tr>
<td><strong>Professional competences</strong></td>
<td></td>
</tr>
<tr>
<td>E.P.11. Ability to analyze a foreign market and define product implementation strategies. E.P.14. Ability to adapt different negotiation techniques to the other stakeholders and to set a clear communication and negotiation objectives</td>
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</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 degree, 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 professionalising 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.

4. Contents

Part I

1. Information and Communication Technologies (ICT) & International Trade
   1. Evolution!; from the web 1.0. to 4.0.
   2. eBusiness and eCommerce terminology.
   3. Using internet in a exporting SME; Success Stories

Part II

2. Advanced eBusiness
   1. Advanced software: Customer Relationship Management
   3. Advanced software: Knowledge Management and eLearning
   4. eInvoice: past, present and future.

Part III

3. Ecommerce fundamentals
1. Introduction to eCommerce
2. eCommerce between business (B2B) and the eMarketplace
3. eCommerce from business to consumer (B2C)
4. Online payments
5. Net security

Part IV
4. Internet as an International promotion channel
   1. Internet evolution
   2. The eMarketing Plan
   3. Internet investigation for search marketing
   4. Key Point for a eCommerce Site
   5. Conversion to contact and sales: Usability and Persuability
   6. Net security
   7. Action Plan on the net:
      7.1. Search engine optimization
      7.2. Search engine marketing
      7.3. Other promotional tools.
   8. Social Media Marketing, the web 2.0
      8.1. Difference between 1.0 and 2.0
      8.2. Online Reputation and how effects eCommerce
      8.3. Social Networks, the new reality for business
      8.4. New tools and 2.0 applications

Part V
5. Web analytics & Return on Investment (ROI)
   1. How to measure the ROI on the net
   2. Web analytics and Key performance indicators (KPI)

5. Assessment

Regular Term Evaluation

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

<table>
<thead>
<tr>
<th>Assessment elements</th>
<th>Time period</th>
<th>Type of assessment</th>
<th>Assessment agent</th>
<th>Type of activity</th>
<th>Grouping</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Dot.com Bubble</td>
<td>Week 2</td>
<td>Comp X</td>
<td>Lecturer X</td>
<td>Conceptual</td>
<td>Indiv</td>
<td>10.00%</td>
</tr>
<tr>
<td>eCommerce Site Development</td>
<td>Week 6</td>
<td>Opt X</td>
<td>Self-assess X</td>
<td>Application</td>
<td>Group(#)</td>
<td>20.00%</td>
</tr>
<tr>
<td>eMarketing Plan</td>
<td>Week 10</td>
<td>Comp X</td>
<td>X</td>
<td>Overall understanding</td>
<td>X</td>
<td>25.00%</td>
</tr>
</tbody>
</table>
Doing the final exam is a necessary condition to receive a quantitative evaluation of the course. In case of non-attendance to the final exam, the student will receive an “N.A.” grade.

A minimum grade of 4 must be achieved in the final exam (including re-sit) and an overall minimum grade of 5 must be achieved in order to pass.

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

6. Bibliography and teaching resources

e-business strategy:


**Comercio electrónico** (ed. 2008) (guía práctica), Gonzalez lopez, Oscar Rodrigo, Anaya multimedia 2007


**De la idea a la empresa**, Planellas, Marcel (2002): GESTIÓN 2000


e-marketing:

**El modelo de Google** (2009). Berbard Girard. Belacqua


**Marketing insights from a to z: 80 concepts every manager needs to know**, Philip Kotler (2003), Wiley.
E-Business 2.0, roadmap to success, Kalakota Ravi, Robinson Marcia, Boston MA, Addison-Wesley, (2001)
No Logo, Taking Aim at the Brand Bullies Klein, Naomi (2000): Picador USA.

Design and architecture website:

Visualización de Información, por Juan Carlos Dürsteler (2002): GESTIÓN 2000

Resources posted on Aul@-Esci

PowerPoint slides for each session.

Business cases.

Updated studies on eCommerce and Social Media Marketing
7. Methodology

Lectures (face-to-face in the classroom):
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 among students, guided by the instructor and will address the competences to be achieved in the course.

Seminar Classes (face-to-face in the classroom):
Students within a seminar group will be asked to form sub-groups of 4 to 5 members for developing a real eCommerce site and develop and eMarkering Plan. During seminar classes instructor will guide students on this development and strategies implementation.

In the classroom: Lecture classes, Seminars, Face-to-face tutorials
Outside the classroom: Group work, Individual work (reports, exercises…), Independent study

8. Scheduled activities

Allocation of hours between theory ( 2h per session ) and seminars( 1:45h per sessions )
The out-class activities of the course is 37,5h.

In the classroom: Lecture classes, Seminars, Face-to-face tutorials
• Outside the classroom: Group work, Individual work (reports, exercises…), Independent study

Web analytics & Return on Investment ( ROI )

How to measure the ROI on the net
Web analytics and Key performance indicators ( KPI )

<p>| Week | Activity in the classroom Grouping/type of activity | Activity outside the classroom Grouping/type of activity |</p>
<table>
<thead>
<tr>
<th>Week 1</th>
<th>Activity</th>
<th>Duration</th>
<th>Activity</th>
<th>Duration</th>
<th>Hand-in Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1) Introduction to the course. Lecture: 2) Evolution!: from the web 1.0. to 4.0. 3) eBusiness and eCommerce terminology. 4) Using internet in a exporting SME; Success Stories</td>
<td>2</td>
<td>Business Case – Using internet for exporting</td>
<td>4</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 2</td>
<td>Lecture: 1) Advanced Software and eInvoice Seminar: 2) Knowledge managment, socialcast presentation</td>
<td>3</td>
<td>Case Study</td>
<td>6</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 3</td>
<td>Lecture: 1) Introduction to eCommerce Seminar: 2) B2B Marketplaces 3) Presentation of the eCommerce Site Project</td>
<td>3</td>
<td>Individual and Group Work</td>
<td>7</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 4</td>
<td>Lecture: 1) Internet evolution 2) The eMarketing Plan Key Point for a eCommerce Site, Seminar: 3) Internet investigation for search marketing</td>
<td>3</td>
<td>eCommerce Site Development</td>
<td>6</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 5</td>
<td>Lecture: 1) Conversion to contact and sales : Usability and Persuability 2) Action Plan on the net: Seminar: 3) Search engine optimization</td>
<td>3</td>
<td>eCommerce Site Development</td>
<td>6</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 6</td>
<td>Lecture: 1) Search engine marketing Seminar 2) Other promotional tools.</td>
<td>3</td>
<td>eCommerce Site Development</td>
<td>6</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 7</td>
<td>Lecture: 1) Social Media Marketing, the web 2.0 Seminar: Difference between 1.0 and 2.0</td>
<td>3</td>
<td>eMarketing Plan</td>
<td>6</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 8</td>
<td>Lecture: 1) Online Reputation and how effects eCommerce. Seminar: 2) Social Networks, the new reality for business. Seminar: 3) New tools and applications 2.0</td>
<td>3</td>
<td>eMarketing Plan</td>
<td>6</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 9</td>
<td>Lecture &amp; Seminar</td>
<td>3</td>
<td>eMarketing Plan</td>
<td>10</td>
<td>19th September</td>
</tr>
<tr>
<td>Week 10</td>
<td>Lecture: 1) How to measure the ROI on the net 2) Web analytics and Key performance indicators (KPI)</td>
<td>3</td>
<td>eMarketing Plan</td>
<td>9</td>
<td>1st December</td>
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<tr>
<td>Week final exam</td>
<td></td>
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<td>5</td>
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</tbody>
</table>