COURSE DESCRIPTION

COURSE/SUBJECT: E-COMMERCE
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 1\textsuperscript{st} OR 2\textsuperscript{nd}
DEGREE: DIGITAL COMMUNICATION
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2018/2019
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: E-commerce
Code: j406
Year (s) course is taught: 4th Semester (s) when the course is taught: 1st or 2nd
Type: Compulsory Subject ECTS of the course: 6 Hours ECTS: 30
Language: English Modality: On-campus
Degree (s) in which the course is taught: Digital Communication
School which the course is taught: Humanities and Communication Sciences

2.- ORGANIZATION OF THE COURSE:

Department: Audiovisual Communication and Advertising
Area of knowledge: Audiovisual Communication and Advertising

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Laura Monteagudo Barandalla</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914566300 (5376)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:lauraisabel.monteagudobarandalla@ceu.es">lauraisabel.monteagudobarandalla@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1,17B Facultad CC EE y EE</td>
</tr>
<tr>
<td>Teaching and Research profile:</td>
<td>Lecturer</td>
</tr>
</tbody>
</table>

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

Analysis of the agents that participate in the commercial system and of the communication of the organizations in the digital environment. Study of the systems and processes that are developed in online marketing strategy and specifically in advertising and communication. Knowledge and application of market research tools applicable in the digital environment. Study of the macro-
E-commerce: study of the internal and external environment in which the commercial activity is developed and specifically the electronic commerce. Business models in the online environment. Analysis of the participants in the commercial activity online. Internet as a distribution and communication channel. Tools and supports for electronic commerce.

### 4. COMPETENCIES

#### 1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS4</td>
<td>Adaptation to the digital environment and multimedia creativity.</td>
</tr>
<tr>
<td>GS5</td>
<td>Sense of ethics in the digital environment.</td>
</tr>
<tr>
<td>GS6</td>
<td>Capacity to communicate interpersonally, work in a team and resolve disputes.</td>
</tr>
<tr>
<td>GS7</td>
<td>Capacity to manage by objectives.</td>
</tr>
<tr>
<td>GS8</td>
<td>Capacity to manage projects on digital platforms.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC46</td>
<td>Understanding and applying research methods to market analysis.</td>
</tr>
<tr>
<td>SC47</td>
<td>Understanding the structure of the advertising and communication sector and the changes it has undergone.</td>
</tr>
</tbody>
</table>

#### 2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To know the methodologies of investigation.</td>
</tr>
<tr>
<td></td>
<td>Develop the capacity to analyse and evaluate information.</td>
</tr>
<tr>
<td></td>
<td>Know the business structure of the communication and advertising sector especially in the online environment.</td>
</tr>
</tbody>
</table>
5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

Total hours of the course | 180
---|---

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>60</td>
</tr>
<tr>
<td>TOTAL Presence Hours</td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA7</td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 85% attendance at practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam (midterm)</td>
<td>20%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>20%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>60%</td>
</tr>
</tbody>
</table>
3. DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
</tbody>
</table>

7. COURSE PROGRAMME

1. THEORETICAL PROGRAM:

Unit 1. Electronic Commerce
- Introduction to the Internet and web 2.0
- Definition of E-commerce
- Origin and Typology of Electronic Commerce
- Elements that make up electronic commerce
- Evolution and Trends

Unit 2. Internet Business Models
- What is an Internet business model
- Characteristics of each of the Business Models
- The most important business models for electronic commerce
- Analysis of business models with the greatest impact on the Internet

Unit 3. Presence on the Internet
- Different formats to be present in the network: The Website, Blogs, Social Networks
- Essential elements of the different models
- The keys to building a website and blog
- Tools available

Unit 4. How to Sell on the Internet
- Marketing Models for Business Models
- The Online Store
- Essential Components of the Online Store
- Tools to build an Online Shop
- Application of electronic commerce to mobile devices: Mobile Commerce

Unit 5. Internet Security
- Why safety is necessary
- Security protocols: SSL, SET, PKI
- Logical Security: Passwords, Authentication
**Course Description / Academic year 2017-2018**

<table>
<thead>
<tr>
<th>UNIT</th>
<th>TOPICS</th>
</tr>
</thead>
</table>
| 6.   | Most Important Secure Payment Platforms  
      | Unit 6. Impact of Social Networks on Electronic Commerce  
      |  The importance of Linkability in e-commerce: The Page Rank  
      |  Types of Social Networks  
      |  Relevant Social Networks and their purpose or objective  
      |  Creation of profiles in the different social networks  
      |  Generation of information and contact request  
      |  Connection and linkability with the Online Store  
| 7.   | Unit 7. Tools to Increase Traffic and Sales  
      |  Attracting traffic to the website or online store  
      |  Conversion Factor and Average Spending  
      |  Customer loyalty  
      |  Promotion of products through e-mail Marketing  
      |  Creation of a product promotion campaign  
| 8.   | Unit 8. International Electronic Commerce  
      |  How to improve search engine rankings  
      |  High in International and Local Search Engines  
      |  B2B E-Commerce Platforms: The E-marketplace  
      |  Main markets and relevant characteristics  
      |  Selection of articles and suppliers  
      |  Application for an online store based on imported items  
      |  How to measure the impact of e-commerce on company results  
      |  The Elements that are part of the process: Income and Expenses  
      |  Potential Income and necessary expenses  
      |  The Income Statement  
      |  The point of balance  
      |  ROI: Return on Investment  
| 10.  | Unit 10. Legislation applicable to electronic commerce  
      |  Applicable legislation  
      |  Organic Law of Protection of Personal Data (LOPD)  
      |  Law on Information Society and Electronic Commerce (LSSICE)  

**PRACTICE PROGRAM:**

Throughout the development of the program, practical activities will be carried out both individually and as a group so that the student can consolidate the knowledge acquired in the theoretical part:

- Practice 1. Searching for Information on the Internet - Individual  
- Practice 2. Analyze cases of success of electronic commerce - Individual  
- Practice 3. Identification of Business Models - Individual  
- Practice 4. Build a blog - In groups  
- Practice 5. Build an online store - In groups  
- Practice 6. E-mail Marketing Campaign for product promotion - In groups  
- Practice 7. Promotion of the Online Shop in Social Networks - In groups
8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

- The e-commerce Book, Building the E-Empire – Steffano Korper. Editorial Amazon
- Vender en Internet, las Claves del Éxito – Javier Escribano. Editorial Anaya

2.- ADDITIONAL BIBLIOGRAPHY:

- MONTANÉS DEL RÍO, M.A. et al. (2014): Técnicas de Marketing Viral, ESIC.
- LIBEROS, E. et al. (2011): El Libro del Comercio Electrónico, 2a edición, ESIC.
- ALET, J. (2011): Marketing Directo e Interactivo, 2a edición, ESIC.
- Cómo crear una Tienda Virtual con PHP5 y MySQL5 – Edgar D´Andrea. Editorial Infor Books
- Análisis de los Estados Financieros (Fundamentos y Aplicaciones) 8ª Edición– Oriol Amat. Editorial Gestión 2000

4.- WEB RESOURCES :

- www.ine.es
- www.archive.org
- www.aimc.es
- www.red.es
- www.cmt.es
- www.iabspain.net
- www.nielsen-netratings.com
- www.forrester.com
- www.tns-global.es
- www.itu.int
- www.ontsi.red.es
- www.comscore.com
- www.iab.net
- www.admediapartner.com
- www.vss.com
- www.google.com/doubleclick
- www.ojd.es www.bitacoras.com
- www.pamorama.net
- www.adigital.org
- www.marketingnews.es/b2b
- www.dominios.es/dominios
- www.emarketer.com
- www.observatorioecommerce.com
9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.