COURSE DESCRIPTION

ELECTRONIC COMMERCE
YEAR: 3RD | SEMESTER: 1ST
DEGREE (S): MARKETING
IN-CLASS TEACHING
ACADEMIC YEAR 2018/2019
SCHOOL OF BUSINESS AND ECONOMICS
## 1. COURSE IDENTIFICATION

1.** COURSE:**

<table>
<thead>
<tr>
<th>Name: Electronic Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code: c308</td>
</tr>
<tr>
<td>Year (s) course is taught: 3rd</td>
</tr>
<tr>
<td>Semester (s) when the course is taught: 1st</td>
</tr>
<tr>
<td>Type: Compulsory</td>
</tr>
<tr>
<td>ECTS of the course: 6</td>
</tr>
<tr>
<td>Hours ECTS: 30</td>
</tr>
<tr>
<td>Language: English</td>
</tr>
<tr>
<td>In-Class Teaching</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught: Marketing</td>
</tr>
<tr>
<td>School of Business and Economics</td>
</tr>
</tbody>
</table>

## 2. ORGANIZATION OF THE COURSE:

| Department: Business Economics |
| Area of knowledge: Commercialization and Marketing Research |

## 2. LECTURERS OF THE COURSE

1.** LECTURERES:**

### Responsible of the Course

<table>
<thead>
<tr>
<th>Name: Pablo Vega Torres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone: +34914566300</td>
</tr>
<tr>
<td>Email: <a href="mailto:pvega@ceu.es">pvega@ceu.es</a></td>
</tr>
<tr>
<td>Office: Sala Polivalente C</td>
</tr>
</tbody>
</table>

### Lecturer(s)

<table>
<thead>
<tr>
<th>Name: Eduardo García Gómez</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone (ext): +34914566300 (15483)</td>
</tr>
<tr>
<td>Email: <a href="mailto:eduardo.garcia@gmail.com">eduardo.garcia@gmail.com</a></td>
</tr>
<tr>
<td>Office: 1.14B</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

The main objective of the course is to prepare the students to manage any electronic commerce project, and to have a deep understanding of the basic fundamentals of this new format to make business that has experienced a relevant growth in the recent years.

4. SKILLS

1.- SKILLS

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Skills</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS2</td>
<td>Capacity to run and manage a company effectively and efficiently from the perspective of Marketing Management as a component of a company’s value chain.</td>
</tr>
<tr>
<td>SS6</td>
<td>Capacity of leadership and entrepreneurial spirit and the capacity to manage a business and form part of work teams.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:

To be able to evaluate the viability of the online channel as an element of the commercial network
## 5. EDUCATIONAL ACTIVITIES

### 1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA2</td>
<td>Seminar</td>
<td>45</td>
</tr>
<tr>
<td>EA3</td>
<td>Group Workshop or Seminar</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</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>EA8</td>
<td>Independent Work</td>
<td>120</td>
</tr>
</tbody>
</table>

### 2.- EDUCATIONAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Educational Activity</th>
<th>DEFINITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar (EA2)</td>
<td>Educational activity focused especially on the competence of the students to develop the learning skills enabling them to assimilate content acquired beforehand, while relating economic concepts and those of similar and/or auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth, to a large extent independently. This educational activity is also centered on encouraging students to acquire the skills necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both a specialist and non-specialist audience, clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.</td>
</tr>
<tr>
<td>Group Workshop or Seminar (EA3)</td>
<td>Educational activity focused especially on the competence of the students to use specific methodologies for resolving problems of a practical nature encountered by economists in their most applied aspects and/or the information technology tools relevant to each subject. Priority is placed on students undertaking practical activities focused on data manipulation and selection of quantitative and/or qualitative information for purposes of drawing relevant conclusions.</td>
</tr>
<tr>
<td>Independent Work (EA3)</td>
<td>Educational activity whereby students independently manage their own learning by the study of the course</td>
</tr>
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</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.

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>Written multiple-choice or objective test examination</td>
<td>20%</td>
</tr>
<tr>
<td>AS3</td>
<td>Written examination of essay-type questions</td>
<td>20%</td>
</tr>
<tr>
<td>AS6</td>
<td>Individual work</td>
<td>10%</td>
</tr>
<tr>
<td>AS7</td>
<td>Team work</td>
<td>30%</td>
</tr>
<tr>
<td>AS12</td>
<td>Oral presentations and expositions</td>
<td>20%</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF EVALUATION SYSTEMS:

**ORDINARY EVALUATION:**

1- Continuous assessment (60%):  
- 60% of the final grade will be continuous assessment (limit of 6 points). This grade will come from:  
  - Individual work (10%): Analysis of the Marketing Strategy of Influencers.  
  - Team work (30%): Analysis of online companies making use of conceptual maps.  
  - Oral presentations and expositions (20%): Oral presentations about the Marketing Strategy of Influencers (15%), and about the Analysis of online companies (5%).

2- Final Exam (40%):  
- The final exam will represent the 40% of the final grade, and it will consist of a written exercise with reasoning questions (20%) and multiple-choice questions (20%).

**EXTRAORDINARY EVALUATION:**

- In the extraordinary evaluation the student will have to complete the Final Exam of the Extraordinary Evaluation that will cover the contents included in the different chapters of the course.
THEORETICAL PROGRAMME:

Chapter 1. Introduction
- Internet. History
- Naming
- Network types
- Firewalls
- Proxy
- Electronic Commerce users

Chapter 2. Electronic Commerce
- Concept
- Origins
- Pro’s and Con’s of Electronic Commerce
- Environmental impact
- Typology
- Business models
- Business models evolution

Chapter 3. Security
- Confidentiality
- Integrity
- Authentication
- Irrefutability
- Public Key Infrastructure

Chapter 4. Payment methods
- Electronic payment methods
- Security protocols

Chapter 5. Online Marketing
- Internet tools for Marketing
- Digital Marketing Mix

Chapter 6: Marketing: SEO and SEM
- SEO
- SEM

Chapter 7: E-mail Marketing
- Concept and objectives
- Types
- E-mail design
- Database and mailing
- ROI measurement

Chapter 8: E-Merchandising
- Concept
- Display E-Merchandising, Usability
- Management E-Merchandising
- Merchandising elements in physical and virtual environments
Chapter 9: The full cycle of Digital Marketing
- Traffic attraction
- Conversion of traffic in clients
- Client loyalty
- Conversion of loyal clients in prescriptors

Chapter 10: Electronic Commerce Regulation
- Data Protection Regulation
- Informatics Services and Electronic Commerce Law
- Cookies

PRACTICAL WORK PROGRAMME:
- Group Papers, Individual Papers and Presentations

8. BIBLIOGRAPHY

1.- ESSENTIAL BIBLIOGRAPHY:

2.- ADDITIONAL BIBLIOGRAPHY:
MONTAÑÉS 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.

3.- WEB RESOURCES:
www.ine.es
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
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.