



ELECTRONIC COMMERCE AND SOCIAL MEDIA MARKETING

INTRODUCTION

Internet-based systems have dramatically changed the way businesses operate and compete in the global marketplace and it is important for future executives and policy-makers to understand the implications of these changes.

Therefore, the course discusses the main managerial and strategic aspects of online business. It discusses the different e-business practices and challenges in Business-to-Consumer (B2C). Strategies for e-business innovation including web 2.0 are also discussed.

Students will gain a good understanding of how successful companies are taking advantage of e-business, as well as an understanding of the main challenges and risks associated with e-business models and strategies.

This course is addressed to students who want to know the characteristics of electronic commerce and social media and their impact on business performance. Students will learn from the basics of theory, but mainly from a wide range of case studies, work projects, illustrative examples and computer simulations that will illustrate the current development of the electronic commerce.

LEARNING OBJECTIVES

The main objective of this course is to provide a broad overview of the dynamics of electronic commerce. The emphasis is on practical learning with case studies, class and group discussions or hands of written projects and oral presentations among others.

Specific objectives are:

- Define the meaning and scope of digital business and e-commerce and their different elements
- Summarise the main reasons for adoption of digital business and barriers that may restrict adoption
- Outline the ongoing business challenges of managing digital business in an organisation, particularly online start-up businesses
- Understanding the organizational change that implies an electronic business model

SYLLABUS

Week 1: The Revolution Is Just Beginning

Week 2: E-commerce Business Models and Concepts

Week 3: E-commerce Infrastructure: The Internet, Web, and Mobile Platform

Week 4: Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps



- Week 5: E-commerce Security and Payment Systems
- Week 6: E-commerce Marketing and Advertising Concepts
- Week 7: Social, Mobile, and Local Marketing
- Week 8: Ethical, Social, and Political Issues in E-commerce
- Week 9: Online Retailing and Services
- Week 10: Online Content and Media
- Week 11: Social Networks, Auctions, and Portals

BIBLIOGRAPHY

Recommended manuals:

- LAUDON, K.C AND CAROL GUERCIO (2015). E-commerce. Business, technology, society. 11ED, Pearson Ed.
- CHAFFEY, D. (2014). Digital Business and E-Commerce Management, 6/E, Pearson Ed.
- TURBAN, E.; KING, D. AND LANG, JUDY (2011). Introduction to e-Commerce, 3/E, Prentice Hall. ISBN-10: 0136109233 • ISBN-13: 9780136109235

Additional material:

- JEFFREY RAYPORT, BERNARD JAWORSKI, (2003). Introduction to e-Commerce, McGraw Hill.
- TURBAN, EFRAIM AND KING, DAVID. (2012) Electronic commerce 2012: Global Edition., Pearson Education

GRADING

Course evaluation will follow this scheme:

Written essays and case studies	15%	
Project assignment (written and oral presentation)	15%	
Partial exam	20%	
Class participation, debates, case discussions, etc.		10%
Final exam	40%	
Total		100%

Additionally, at the end of the course, an attendance certificate will be issued upon a minimum attendance of 85% of the sessions.

You are requested to be punctual.