



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE: E-COMMERCE & INTERNET MARKETING**

**Level of Study: Undergraduate Program**

<b>GENERAL ACADEMIC INFORMATION</b>	
<b>LATEST UPDATE</b>	2018-2
<b>ACADEMIC AREA</b>	Marketing
<b>SUBJECT TYPE</b>	Elective
<b>CREDIT POINTS</b>	3
<b>CLASSROOM HOURS PER WEEK</b>	2
<b>PRE-REQUISITES</b>	None
<b>LANGUAGE</b>	English
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"><li>• Readings taken from international journal articles</li><li>• Reading materials in English</li><li>• Research tasks on intercultural contexts</li><li>• Development of projects with international or intercultural focus</li><li>• International cases are used and compared against national reality</li><li>• International bibliography is used</li></ul>
<b>COURSE DETAILS</b>	
<b>COURSE DESCRIPTION</b>	<p>Prepare students to be strategic decision makers who use electronic commerce in organizations (small or large). The general objective is to understand a wide range of e-commerce tools that shape interactive marketing and develop skills using Internet applications to use e-commerce as a new marketing channel. Greater emphasis will be placed on e-commerce infrastructure issues, beginning with online business, online shopping behavior, developing promotional programs on the Internet, increasing website traffic, e-commerce safety and Internet appreciation as a way to increase revenue and service to customers.</p>

<p style="text-align: center;"><b>COMPETENCES DEVELOPED</b></p>	<p>C1: Understanding effective methods and strategies required for the management of commerce and internet marketing Emphasis: Skill (ILO 01, ILO 05; BIMLA ILO07, BIMLA ILO08)</p> <p>C2: C2: Understanding how to use on the internet resources and techniques implemented in the trade and marketing of goods and services to create distribution and communication channels for organizations and their customers. Emphasis: Skill (ILO 01, ILO 02; BIMLA ILO06, BIMLA ILO08)</p> <p>C3: C3: Understanding the analysis of the location of the virtual store, the commercialization, products and prices in the administration of commerce and electronic marketing Emphasis: Skill (ILO 02, ILO 03; ILO 04; ILO 05; BIMLA ILO07, BIMLA ILO08)</p> <p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p> <p>BIMLA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>
---	--

<p><b>COURSE CONTENTS</b></p>	<ul style="list-style-type: none"> <li>• Topic 1: Overview of Electronic Commerce E-Commerce</li> <li>• Topic 2: Retailing in Electronic Commerce</li> <li>• Ch 4: Online Consumer Behavior, Market Research and Promotions</li> <li>• Ch 5: B2B E-Commerce</li> <li>• Ch 6: Innovative EC Systems: From E-Government and E-Learning to Consumer-to-Consumer Commerce</li> <li>• Ch 7: Web 2.0 Environment and Social Networks</li> <li>• Ch 8: Mobile Computing and Commerce</li> <li>• Ch 9: E-Commerce Security</li> <li>• Ch 10: Electronic Commerce Payment Systems</li> <li>• Ch 11: EC Strategy and Implementation: Justification, Globalization, SMEs, and Regulatory and Ethical Issues</li> <li>• Ch 12: Launching a Successful Online Business and EC Projects</li> </ul>
<p><b>METHODOLOGY</b></p>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Theoretical classes</li> <li>• Participative classes: Small Groups Discussion and Course Discussions</li> <li>• Workshops</li> <li>• Practical Exercises</li> <li>• Case studies</li> </ul>
<p><b>ASSESSMENT</b></p>	<p>As part of the assessment activities, the teacher may take into account the following alternatives that fall within the conception of competency learning:</p> <ul style="list-style-type: none"> <li>• Presentations or oral midterm exams: from the contents developed in the course, the student will deliver an argumentative presentation in which the management of the subject, project or assignment previously assigned by the teacher is evidenced. This evaluation aims at demonstrating good management of language, communicative, argumentative, analytical and integration skills.</li> <li>• Written Midterm Exam. When designing this instruments, the teacher may include in the problem-based analysis and case method.</li> <li>• Written examinations must have as core aim the implementation and generalization of the course contents in specific situations.</li> <li>• Capstone (or integrative project). Based on the course topics, the teacher can develop an integrative project that allows the student to articulate, implement and generalize the given content to specific situations or organizations. It allows the students to have practical experiences that simulate the usefulness and implementation of the course.</li> </ul>

