E–Commerce & Digital Marketing

Joando Reverter

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1. Course description / Introduction to the course

This course is designed to provide students with the principles of online marketing, and arm them with the necessary skills to develop effective marketing strategies for an eCommerce business.

Prerequisites and/or previous knowledge necessary to make the most out of the course:

- A Google account and an active account on Facebook.
- Thorough understanding of basic marketing and communications principles

2. Learning objectives and competencies

- Understand the basis of an eCommerce business and the role of digital media in the promotion.

- Learn about the main online marketing resources available and become familiar with the terminology used in the field.

- Develop the capability to classify the resources and the knowledge needed to define an online marketing strategy for an eCommerce business aligned with the overall marketing strategy.

- Develop a self-learning attitude.

3. Course format and methodological approach

Activities/tasks/assignments

- Master classes presenting concepts supported by real life examples.

- Group exercises to be evaluated by the professor.

- Case studies presented and discussed in class.

- Individual exam to be evaluated by the professor.

Workload distribution

- Lectures and guest speakers 9h

- Case discussions 6h

- Public presentations 2h

- Exam 1h

- Class preparation and homework (personal and group) 20h

4. Course Contents

Session 1: Introduction and E-commerce Business Models

Intro + Lecture

> **MANDATORY**: Join Google Academy for Adsand start the AdWords Fundamentals Course.
> Questions related to the topics mentioned in this online course could be included in the exam.
> To pass the "AdWords Fundamentals Exam" is part of the final grading

Session 2: Digital Marketing Framework

Lecture & practise + Introduction to the case for the group exercises

Session 3: Search Engine Marketing (SEM)

Lecture + Class exercise with SEM tools (Keyword planning)

Session 4: Social Media Marketing

Lecture + Class exercises related to the Social Media

Plan to be presented as a group exercise

Session 5: E-commerce platforms

Lecture + Class exercise: Start creating your own E-commerce (Shopify)

RECOMMENDATION:
Complete the "AdWords Fundamentals Exam" during the weekend

Session 6: Digital Advertising Framework

Lecture & practise

Session 7: Digital Media Strategy

Lecture & practise

Session 8: HR in E-commerce & Tech Business

Guest Speaker (1h.)

NOTE: The second half of the class will be alocated to prepare the presentations

Session 9: Group Presentations

Class presentations and discussions about the group exercise

Session 10: Q&A + Exam (1h)

Lecture + Exam

The last session will start with a Q&A, and after your questions a summary of the whole course will be presented just before the exam to help you remember everything and have the topics fresh.

The exam:

- Multiple-choice (4 options)
- Around 20-30 questions
- Mistakes will not decrease punctuation

5. Assessment

- **30%:** Class Participation
  - Individual participation (15%)
  - Presentation: Quality of communication (15%)
- **40%:** Group exercise
  - Presentation**:** Quality of content (20%)
  - Final deliverable after the presentation (20%)
- **30%:** Final exam

Class attendance is mandatory. If the attendance rate is less than 80%, the student will automatically fail the course.

6. Materials

- Brad Geddes (3nd edition - 2014), Advanced Google Adwords, John Wiley & Sons Inc.
- Seth Godin (1999), Permission Marketing: Turning Strangers Into Friends And Friends Into Customers, Simon & Schuster.
- Li, C. and Bernoff, J. (2008), Groundswell: wining in a world transformed by social technologies, Harvard Business Press.
- Jean-Jacques Lambin. (2000), Market-Driven Management. Strategic and operational marketing, Macmillan Press LTD.

7. Faculty leading the course

Joandó Reverter

Digital advisor and marketing strategist

LinkedIn: www.linkedin.com/in/joando

Twitter: www.twitter.com/joando

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