



E-Commerce

Course code	<i>MNG154</i>
Course title	<i>E-Commerce</i>
Type of course	<i>Elective</i>
Stage of study	<i>Undergraduate</i>
Department in charge	<i>Undergraduate school</i>
Semester	<i>Fall</i>
ECTS	<i>6 ECTS: 36 hrs. - lectures and workshops, 112 hrs. - self-study, 2 hrs. - consultations</i>
Coordinating lecturer	<i>Domantas Širvinskas, Simas Šarmavičius</i>
Studies form	<i>Full-time, free-mover</i>
Prerequisites	-
Language of instruction	<i>English</i>

Course description

This course provides the essential knowledge needed to execute e-commerce business marketing. Students will get the basic understanding of what a digital marketing strategy for e-commerce business is and will create one themselves for the midterm exam. The main digital marketing tools will be presented with hands-on experience oriented to possibility to apply the knowledge immediately: main social media channels, Facebook Ads, Google Ads and Search engine optimisation. Also an important website quality discipline - E-commerce Site Structure & Optimisation. The course will be finalised with an E-commerce Analytics & KPI's and Google Analytics workshop where students will analyse real website's statistical data. The knowledge of the students will be evaluated by the final test.

Course aim

After the course students will be able to create digital marketing strategy, choose the main channels, understand differences between Google Ads and Facebook Ads, create simple campaigns in both of the platforms and evaluate the results of the latter ones using Google Analytics. In addition the students will be able to understand the qualities of well performing e-commerce business.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Provide students with basic understanding of e-commerce concepts, its evolution;	Lecture, self-study	Mid-term exam, exam
CLO2. Enhance students abilities to analyze and research e-commerce cases, to identify major demand-side threats and opportunities for acting of new business establishment or product;	Lecture, problem solving, homework, seminar, self-study	Mid-term exam, pre-coursework, homework, exam
CLO3. Enable students to identify e-commerce opportunities;	Lecture, group homework, , self-study	Mid-term exam, pre-coursework, homework, exam
CLO4. Enable students to start own e-commerce projects;	Lecture, group homework, seminar, self-study	Mid-term exam, pre-coursework, homework, exam
CLO5. Expand students understanding about the role of social media;	Lecture, problem solving, homework, seminar, self-study	Mid-term exam, pre-coursework, homework, exam
CLO6. To be able to work in a team and individually, to present work results in written or oral form, to be able to argue decisions	Homework, seminar, self-study	Pre-coursework, homework

Quality management

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, supply of learning material to students and discussions of individual and group work in class, during and after the course.

Cheating prevention

Individual tasks assigned for homework, individual testing and group workshops are forms to prevent cheating. The ISM regulations on academic ethics, including cheating (see: *ISM regulations*) are fully applied in the course during the entire semester.



Course content

WEEK	TOPIC	CLASS HOURS (Lectures and Seminars)	READINGS and HOMEWORK
1	Introduction to E-commerce E-commerce business types (D2C, Marketplaces, Dropshipping, Subscription, etc.)	2	Reading 1
2	Digital marketing strategy.	2	Reading 2
3	Social Media part 1 (Facebook, Instagram)	4	Reading 3
4	Social Media part 2 (Facebook/Instagram)	6	Reading 4
5	Search Engine Optimisation (Google)	5	Reading 5
	Midterm test	1	
6	Google Ads	5	Reading 6
7	E-commerce Site Structure & Optimisation	4	Reading 7
8	E-commerce Analytics & KPI's	4	Reading 8
8	Homework presentation	1	
9	Exam	2	
	Total	36	

Assessment methods

Assignment	Total hours	Final grade, %
Pre-coursework assignment	17	15
Homework project	25	25
Midterm exam	35	30
Final exam	35	30
Total:	112	100%

The **pre-course work assignment** will account for **15%** of the final grade. The students will be asked to perform real case e-commerce business's marketing audit: it's website's user-friendliness and SEO, social media presence, email marketing, Google Ads usage. The task will be completed by filling provided form that will require to answer particular questions or briefly analyse specific business areas. The task will be announced at the beginning of June 2021.

The **homework project** will account for **25%** of the final grade. Students will be asked to work in groups and prepare an e-shop marketing strategy to demonstrate their knowledge they gained during the course. They will present the project in front of the class.

The **midterm exam** will account for **30%** of the final grade, it will cover topics 1-5. It will consist of multiple choice test questions and it may include open questions or case analysis.

The **final exam** will account for **30%** of the final grade, it will cover topics 6-9. It will consist of multiple choice test questions and it may include open questions or case analysis.

In class performance is key to this course. **Active participation** in class may generate up to 10% bonus points to the final grade.

In case of a negative final grade, students are allowed to retake the exam. The retake will consist of a written report on a topic which will be sent by e-mail in 5 working days after the final exam. This written report must be submitted in 20 calendar days after the final exam; the weight of the retake is 60%. Pre-coursework and homework reports cannot be rewritten.

Pre-coursework and homework assignments that are not submitted on time will be graded as 0 without any exceptions.

Students will be assessed according to the criteria that will be presented at the first lecture. Any submitted written assignment and presentation should conform to the general guidelines of report writing of ISM. Students cannot redo their home assignments after the deadline. Plagiarism cases will be reported to ISM Committee of Ethics.

Remark:

The final grading for the course is calculated according to the accumulative formula as indicated in the Regulation of Studies at ISM. Negative grades (below 5) are not included into the accumulative grading system!



Required readings

1. Platform Revolution: How Networked Markets Are Transforming the Economy--And How to Make Them Work for You by Geoffrey G. Parker, Marshall W. Van Alstyne and Sangeet Paul Choudary
2. "Digital Marketing Fundamentals: From Strategy to ROI" by Berend Sikkenga, Mandy Visser, and Mike Berry. Chapter 2.
3. <https://www.facebookblueprint.com/student/catalog> (choose the topic according to your level)
4. <https://www.facebookblueprint.com/student/catalog> (choose the topic according to your level)
5. "Digital Marketing Fundamentals: From Strategy to ROI" by Berend Sikkenga, Mandy Visser, and Mike Berry. Chapter 6 & 7
6. "Digital Marketing Fundamentals: From Strategy to ROI" by Berend Sikkenga, Mandy Visser, and Mike Berry. Chapter 6 & 7
7. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug
8. "Web Analytics Book: Web Analytics 2.0" by Avinash Kaushik

Supplementary readings

1. Kenneth C. Laudon; Carol G. Traver. (2011) E-Commerce 2011, 7th Edition, Pearson Education Limited, ISBN-10: 0273750844 ISBN-13: 9780273750840
2. Chaffey, D. (2009) *E-business and E-commerce management*, 4th Edition, Pearson Education Limited, ISBN: 9780273719601
3. Pollak, T., (2011). *Ways to Win Shoppers at the Zero Moment of Truth Handbook*, Google
4. Lecinski, J., (2011) *Winning the Zero Moment of Truth – ZMOT*, Google
5. Shareef M., Dwivedi Y., (2009). *Proliferation of the internet economy: E-commerce for global adoption, resistance and cultural evolution*, Information science reference, New York, ISBN 978-1-60566-412-5
6. *The New Multi-Screened World*, Google
7. *E-Commerce Best Practice Compendium* (2012), Econsultancy http://issuu.com/dotcomdoc/docs/e-commerce_best_practice_compendium