

BASIC DETAILS:

Subject:	COMERCIO ELECTRÓNICO		
Id.:	31500		
Programme:	GRADUADO EN PUBLICIDAD Y RELACIONES PÚBLICAS. PLAN 2013 (BOE 10/07/2013)		
Module:	COMUNICACIÓN COMERCIAL Y PUBLICITARIA		
Subject type:	OBLIGATORIA		
Year:	4	Teaching period:	Segundo Cuatrimestre
Credits:	3	Total hours:	75
Classroom activities:	36	Individual study:	39
Main teaching language:	Inglés	Secondary teaching language:	Inglés
Lecturer:		Email:	

PRESENTATION:

In this course the knowledge and practice necessary to have a real and professional view of all the processes that exist around creating and publishing an online store will be acquired. Learning will focus mainly on Prestashop and WordPress + WooCommerce as main resources for creating ecommerce projects.

However, creating and publishing an online store is only the beginning. There are a lot of tasks and workload in areas such as media content optimization and search engine positioning, web analytics, social media.... and even more theoretically, they are also included in the subject contents.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G02	Resolución de problemas.
	G04	Uso de las tecnologías de la información.
	G05	Trabajo en equipo.
	G08	Capacidad de trabajar en un contexto internacional.
	G09	Capacidad de aplicar conocimientos.
	G10	Capacidad de generar nuevas ideas (creatividad).
	G11	Capacidad de investigación.
Specific programme competences	E08	Capacidad para definir y gestionar los presupuestos de acciones de marketing, publicidad y RRPP para la correcta imputación de sus costes.
	E12	Capacidad y habilidad para utilizar las tecnologías y técnicas comunicativas, en los distintos medios o sistemas mediáticos combinados e interactivos (multimedia), especialmente para aplicarlas al mundo de la comunicación, con especial énfasis en la creación de nuevos soportes, medios, canales y dispositivos.
	E19	Ejercitar y poner en uso el pensamiento creativo ante todo tipo de situaciones y de una manera habitual.
	E23	Saber gestionar el tiempo, con habilidad para la organización y temporalización de las tareas.
	E28	Capacidad para la gestión económica y presupuestaria en sus diferentes ámbitos de actividad.
Learning outcomes	R01	Entender los mecanismos que rigen la llamada Economía Digital.
	R02	Conocer todos los aspectos que desde diferentes áreas están relacionados con las transacciones comerciales digitales.
	R03	Integrar estrategias de marketing digital en el conjunto de acciones de comunicación de una empresa u organización.
	R04	Ser capaz de llevar a cabo un plan de marketing digital.
	R05	Diseñar y planificar un proyecto integral de comercio electrónico.
	R06	Integrar la realidad digital con otros canales y medios publicitarios fuera de la órbita de internet.
	R07	Conocer y manejar las diferentes herramientas que en sus procesos se necesitan tanto para la puesta en marcha de un proyecto de comercio electrónico como de una campaña de marketing digital.

PRE-REQUISITES:

It is recommended have some knowledge of Photoshop or any image editing program.

SUBJECT PROGRAMME:

Observations:

It is not recommended to take this course as a non-attending student.

Students who for justified reasons (**previously reported in the secretariat of the Faculty**) cannot attend 80% of the lectures should contact the subject teacher (alite@usj.es) at the beginning of the semester (throughout the month of February) and arrange a tutorial, in which each particular case will be analyzed in this way to assess whether it is possible to establish a customized work plan. In these cases the student will have to attend the tutorials previously agreed with the teacher and follow the agreed syllabus and plan designed for them.

It is the sole and exclusive responsibility of the student to contact the teacher, who in a tutorial in person will explain in detail the evaluation system.

Subject contents:

1 - Introduction to ecommerce
1.1 - Solutions for ecommerce
1.2 - Planification of ecommerce projects
1.3 - Tools and resources
2 - Prestashop
2.1 - Instalation and configuration
2.2 - Tasks planification
2.3 - Design and templates
2.4 - Categories and products
2.5 - Methods and shipping cost
2.6 - Payment gateways
2.7 - Customers and orders
2.8 - Maintenance and updates
3 - WooCommerce
3.1 - Instalation and configuration
3.2 - Tasks planification
3.3 - Design and templates
3.4 - Categories and products
3.5 - Methods and shipping cost
3.6 - Payment gateways
3.7 - Customers and orders
3.8 - Maintenance and updates
4 - Other CMS for ecommerce
4.1 - Magento, VirtueMart
4.2 - Shopify, Palbin
4.3 - Ebay, Etsy, Amazon, Google Shopping
5 - Search Engine Optimization
5.1 - SEO
5.2 - SEM
6 - Web Analytics
6.1 - Google Analytics
6.2 - Other Web Analytics tools
7 - Optimization and conversion
8 - Email Marketing
8.1 - Basics of email marketing
8.2 - Contacts database
8.3 - Campaigns: design and sending
8.4 - Campaigns: tracking and analysis
9 - Other questions about ecommerce
9.1 - Security
9.2 - Privacy

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

The course consists of different methodologies that will take place during the semester:

Theoretical or Lectures: presentation by the teacher of theoretical content consisting subject, display examples and commentary on them.

Practical classes: practical exercises, by default, will have an individual character and can be solved in class or at the time of autonomous work to be made by the student, but would be solved in the classroom all those doubts and questions by the teacher or students arise. During the course will be held at least one job group (the teacher is responsible for creating groups).

Final work: the main job of the course will be the realization of a project to build a website that is individually developed and whose characteristics will be announced to students. This work will be carried out mainly as part of the autonomous student work and receive weekly attention from the teacher.

Final exam: a final written exam will be held to evaluate all the theoretical concepts introduced in the course.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	10
	Other theory activities	4
	Practical exercises	5
	Practical work, exercises, problem-solving etc.	5
	Coursework presentations	4
	Workshops	4
	Participation in seminars, conferences etc.	1
	Other practical activities	2
	Assessment activities	1
Individual study	Tutorials	2
	Individual coursework preparation	20
	Project work	10
	Research work	4
	Compulsory reading	3
Total hours:		75

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	10 %
Individual coursework:	40 %
Group coursework:	10 %
Final exam:	40 %
TOTAL	100 %

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

Larsson, Tanner. Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business. Createspace Independent Publishing Platform, 2016

Recommended bibliography:

Green, Madison. Online Store: The Simple Guide To Starting An E-commerce Business. Createspace Independent Publishing Platform, 2016

Recommended websites:

W3C	http://www.w3.org
W3Schools Online Web Tutorials	http://www.w3schools.com/
Stack Overflow	http://stackoverflow.com/
jQuery	https://jquery.com/
Prestashop	http://www.prestashop.com
WordPress	http://wordpress.org
WooCommerce	http://woocommerce.com
Google Analytics	http://analytics.google.com

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