

**1. General information****Course:** E-TRADE AND MARKETING**Type:** ELECTIVE**Degree:** 316 - UNDERGRADUATE DEGREE IN ECONOMICS**Center:** 5 - FACULTY OF ECONOMICS AND BUSINESS**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 53333**ECTS credits:** 4.5**Academic year:** 2019-20**Group(s):** 10**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** CARLOTA MARIA LORENZO ROMERO - Group(s): 10

Building/Office	Department	Phone number	Email	Office hours
Facultad Ciencias Económicas y Empresariales/1.12	ADMINISTRACIÓN DE EMPRESAS	967599200 Ext. 2310	carlota.lorenzo@uclm.es	Se concretará en Moodle una vez comenzado el curso.

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course**Course competences**

Code	Description
E01	Know the theoretical performance and the implications of the economic system in the production and financial fields, nationally and internationally
E02	Understand the role of institutions and economic agents in economic and social activities.
E03	Ability to find economic data and select relevant facts.
E04	Analytical skills to identify and anticipate relevant economic and legal issues and the different alternative solutions.
E05	Ability to contribute to the establishment of strategies which will allow for the efficient allocation of resources, the generation of wealth and a suitable distribution of income.
E06	Application of professional criteria to the analysis of problems, based on the use of technical tools.
E15	Ability to develop relevant financial information for business decision-making.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G02	Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know, respect and contribute to the fulfillment of the commitments related to gender equality, non-discrimination, human rights legislation and development cooperation.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability for the use and development of information and communication technology in the development of professional activity.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments.

5. Objectives or Learning Outcomes**Course learning outcomes**

Description

Train the student to listen to and defend arguments orally or in writing

Train the student to search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Train the student to work out problems in creative and innovative ways.

Train the student to raise the ethical exercise of the profession, becoming aware of social responsibility in decision-making

Additional outcomes**6. Units / Contents****Unit 1:****Unit 2:****Unit 3:****Unit 4:****Unit 5:****Unit 6:****Unit 7:****Unit 8:**

7. Activities, Units/Modules and Methodology								
Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	R	Description
Class Attendance (practical) [ON-SITE]	Lectures	E01 E02 G01	0.8	20	N	-	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E06 G01 G03 G05	0.7	17.5	Y	N	N	
Writing of reports or projects [OFF-SITE]	Group Work	E03 E05 E06 G01 G03 G04 G05	1.2	30	Y	N	N	
Writing of reports or projects [OFF-SITE]	Self-study	E02 G03 G04 G05	0.2	5	Y	N	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E02 G03 G04 G05	1.38	34.5	N	-	-	
Final test [ON-SITE]	Assessment tests	G01 G03	0.1	2.5	Y	N	Y	
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.12	3	Y	N	N	
Total:			4.5	112.5				
Total credits of in-class work: 1.72			Total class time hours: 43					
Total credits of out of class work: 2.78			Total hours of out of class work: 69.5					

	edition	eMarketing			Commons
	https://www.quirk.biz/emarketingtextbook/				
STRAUSS, J. y FROST, J.	E-Marketing	Pearson	New York	978-0132953443	2014
	http://www.pearsonhighered.com/educator/product/EMarketing/9780132953443.page				
Sainz de Vicuña, J.M.	El plan de marketing digital en la práctica	ESIC	Madrid	978-84-159-8695-9	2015
	http://www.esic.edu/editorial/editorial_tematica.php?o=au_te&te=999&tematica=5&buscar=&tipo=&au=383				