

**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:** 2023-24**Group(s):** 10**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** MIGUEL ANGEL GOMEZ BORJA - Group(s): 10

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2. Pre-Requisites

Although there are no prerequisites for the course, it is highly recommended that you have previously taken a course related to Fundamentals of Marketing or Marketing Management. Some of the concepts, contents and evaluation tools developed in these subjects favour the understanding and monitoring of the contents of Marketing and Electronic Commerce. **A minimum level of Spanish is recommended, as CLASSES ARE TAUGHT IN SPANISH and many discussions will be held in SPANISH.**

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

The subject Marketing and Electronic Commerce is designed to complement the marketing contents. The knowledge and proper use of marketing tools within the company as well as their application to the Internet is one of the main pillars of the competitive advantage of a company within the economic system, currently immersed in a process of adoption and implementation of new information technologies and communication required by the environment. In the subject Marketing and Electronic Commerce, the contents related to the study and application of marketing tools in the Internet environment by the organizations that commercialize their products through this new sales channel will be studied in depth, as well as the different tools and applications relevant for their implementation by the business network.

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 work out problems in creative and innovative ways.

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

To know the tools and methods for quantitative analysis of markets, sectors and companies, including models for decision-making and economic forecasting models.

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 listen to and defend arguments orally or in writing

Additional outcomes

Achieve an understanding of the basic concepts related to marketing and e-commerce in order to be able to interpret relevant information and content from the environment. - To provide a general framework of reference for the different areas and fields of marketing and sales decisions in the virtual company. - To understand the nature of the influence of different factors and conditioning factors in the planning of different marketing tools in the context of the Internet, as well as the analysis of the consumer and his online behaviour. - To know the main elements that make up Internet marketing strategy, as well as the analysis of information and research on electronic marketing. - Identify and evaluate the impact of new trends and developments within the field of e-commerce, caused especially by the effects of new information and communication technologies, and by the very configuration and evolution of the markets. - To show the role and functions of marketing and e-commerce within the economy and in the field of business management of the company. - To propose the different strategic and operational dimensions of the marketing mix on the Internet. - To analyse the particularities underlying the use of the Internet for the consumer, the analysis of online information and strategic decision-making at the economic and business level in a virtual context. - To train students in the use of new technologies applied to marketing and the application of technological tools and developments useful for the business world.

6. Units / Contents

Unit 1: Internet Marketing: Nature, strategy and implementation

Unit 2: The Internet Marketing Plan

Unit 3: Marketing Research and the Internet

Unit 4: The consumer on the Internet: Analysis and relations.

Unit 5: Product decisions in the virtual environment.

Unit 6: The pricing on the Internet.

Unit 7: Online retailing and e-commerce

Unit 8: Communication and the Internet

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 G01	0.8	20	N		Face-to-face class to explain theory and practical content.
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E06 G01 G03 G05	0.7	17.5	Y	N	Analysis and discussion of practical cases in class in order to connect theory with practice.
Writing of reports or projects [OFF-SITE]	Group Work	E03 E05 E06 G01 G03 G04 G05	1.2	30	Y	Y	Elaboration of a team work that will be materialized in the design and development of an integrated communication plan through the integration of the principles and tools to a case study.
Writing of reports or projects [OFF-SITE]	Self-study	E02 G03 G04 G05	0.2	5	Y	N	Elaboration and discussion of cases
Study and Exam Preparation [OFF-SITE]	Self-study	E02 G03 G04 G05	1.38	34.5	Y	N	Studying the theoretical classes and preparing for the final test.
Final test [ON-SITE]	Assessment tests	G01 G03	0.1	2.5	Y	Y	Assessment of theory and practice.
Group tutoring sessions [ON-SITE]	Group Work	E01 E02 E06 G03 G04 G05	0.12	3	Y	N	Tutoring of team work with attendance of all the members of the team, throughout the semester and with predefined periodicity at the beginning of the course.
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

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	60.00%	100.00%	Final theoretic-practical exam.
Progress Tests	30.00%	0.00%	Continuous realization of GROUP WORK throughout the semester (with a partial delivery in the middle of the semester and total delivery at the end of the semester). It is compulsory to present the work in an oral form with the rest of the colleagues in the group. Otherwise, the grade for this part will be cancelled
Assessment of problem solving and/or case studies	5.00%	0.00%	Realization of PRACTICAL CASE STUDIES IN CLASS that will be carried out during school hours.
Assessment of active participation	5.00%	0.00%	Students' active participation in class during the practical sessions and other support activities.
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

(1) Theoretical-practical examination (FINAL EVALUATION TEST) related to the contents and concepts exposed in class both in terms of theoretical concepts and cases and exercises presented. The qualification obtained in the exam will suppose 40% of the final qualification. A minimum of 4 out of 10 is required for this test to be computed with the rest of the parts.

(2) The final qualification of the GROUP WORK will be made by the instructor according to aspects such as content, format, organization of contents, as well as the consultations and follow-up carried out. The evaluation criteria of the presentation will be defined by the quality of the contents, the quality of the presentation and the clarity in the exposition of ideas. The qualification of the group work, both the delivery (partial and final) and the oral presentation in class, will constitute 50% of the final grade of the course.

(3) Elaboration of CASE STUDIES IN CLASS developed throughout the course, in which the concepts and tools of marketing will be incorporated, as well as the active participation in class. The qualification obtained in the set of tasks developed in class, attendance and active participation, will suppose a 10% of the final qualification of the course.

Once the evaluations of the different parts subject to evaluation are computed, the course will be considered passed if it reaches at least 50% of the total.

Non-continuous evaluation:

The evaluation of the subject consists of a final theoretic-practical exam that will include all the contents that allow to reach the competences of the subject

Specifications for the resit/retake exam:

Students will be allowed to test 100% of their skills in a theoretical and practical examination

Specifications for the second resit / retake exam:

Evaluation criteria not defined

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Class Attendance (practical) [PRESENCIAL][Combination of methods]	17.5
Writing of reports or projects [AUTÓNOMA][Group Work]	30
Writing of reports or projects [AUTÓNOMA][Self-study]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	34.5
Final test [PRESENCIAL][Assessment tests]	2.5
Group tutoring sessions [PRESENCIAL][Group Work]	3
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Class Attendance (practical) [PRESENCIAL][Combination of methods]	17.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	34.5
Writing of reports or projects [AUTÓNOMA][Group Work]	30
Final test [PRESENCIAL][Assessment tests]	2.5
Writing of reports or projects [AUTÓNOMA][Self-study]	5
Group tutoring sessions [PRESENCIAL][Group Work]	3
Total horas: 112.5	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Rodríguez-Ardura, I.	MARKETING DIGITAL Y COMERCIO ELECTRÓNICO	Pirámide	Madrid	978-84-368-3250-1	2014	
Gorostiza, I. y Barranca, A.	DATA ANALYTICS. MIDE Y VENCERAS	Anaya	Madrid	978-84-415-4193-1	2020	
Kingsnorth, S.	DIGITAL MARKETING STRATEGY	Kogan Page	Londres	9780749484224	2019	
Frost, R.D., Fox, A. y Strauss, J.	E-MARKETING	Routledge	New York	9781138731370	2018	
Ruiz, J.	MARKETING DIGITAL 360º: IMPLEMENTACION PRACTICA	Anaya	Madrid	9788441541467	2019	
Sáinz de Vicuña, J.M.	EL PLAN DE MARKETING DIGITAL EN LA PRÁCTICA	ESIC	Madrid	9788417129750	2018	