UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Electronic Commerce

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Marketing

3. Cycle

1st

4. Course Unit

Electronic Commerce (V1022)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA DA SILVA BEBIANO BARRETO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

This course focuses on e-commerce principles from a marketing perspective, providing an overview of topics in marketing strategy, commerce, and technology.
Some of the key issues associated with e-commerce - security, privacy, intellectual property rights, acceptable use policies and legal responsibilities - will also be explored, among other topics.

15. Specific Objectives

Understand the concept of e-commerce, its evolution, its different business models, and reflect on online security and different payment systems.
Understand and define the relationship between e-commerce and digital marketing.
Understand the importance/potential for business and marketing of online social networks, email, SE, online advertising, mobile and SBL.
Take consumer behavior into account when defining e-commerce and digital marketing strategies.

16. Skills to be acquired

Develop an e-commerce and marketing strategy applied to digital, using the most relevant techniques available.

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17. Teaching Methodology

The teaching-learning method develops in a logical way from a theoretical emphasis to a practical emphasis, is based on theoretical-practical classes and tutorials, and includes the following instruments: lectures by the teacher, practical exercises, case studies, discussion in group, research work, applied work in group and presentation of the works.

18. Course Unit Program

1. Fundamentals of Electronic Commerce (E-Commerce)
2. Introduction to Digital Marketing
3. Marketing Strategies Applied to Electronic Commerce
4. Customer Support
5. E-commerce analytics and reporting

19. Assessment Methods

Continuous assessment comprises two written tests and the delivery and presentation of a work.

20. Didactic Resources

Power-points provided by the teacher.

21. Sustainability Objectives

1. Ensure equal access to quality technical, professional and cultural education.
2. Substantially increase the number of young people and adults with relevant qualifications, including technical and professional skills, for employment, decent work and entrepreneurship.
3. Guarantee equal opportunities in university education, including for people in vulnerable situations.
4. Promoting the gradual dematerialization of the teaching/learning process.

22. Keywords

e-commerce
digital marketing

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23. Main Bibliography

Author(s): Kenneth C. Laudon, Carol Guercio Traver
Title: E-Commerce
Edition: 14/E Year: 2018
Local: New York University
Publisher: Global Edition. Pearson

Author(s):
Title:
Edition: Year:
Local:
Publisher:

Author(s):
Title:
Edition: Year:
Local:
Publisher:

24. Complementary Bibliography

Author(s):
Title:
Edition: Year:
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Publisher:

Author(s):
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Publisher:

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMÉRCIO ELECTRÓNICO': Academic Year 2023/2024
Autor / Author	Prof. Doutora ANA MARGARIDA DA SILVA BEBIANO BARRETO
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