UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Electronic Commerce

Academic Year 2025/2026

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. Doutor JOEL FILIPE PEDROSO VAZ

12. Assistants

Drª MARIANA DE OLIVEIRA BERGA RODRIGUES

13. Teaching Language

Portuguese

14. General Objectives

This curricular unit has the general objective of transmitting the essential concepts related to eCommerce and eMarketplaces, its forms and typologies and its relation to the growth of digital sales and internationalization, contemplating the communication and commercialisation of goods and services.

15. Specific Objectives

1. Understand the evolution and disruption of e-commerce and eMarketplaces.
2. Promote the knowledge about the strategies applicable to eCommerce and its complementarity with eMarketplaces, as well as the monitoring of its implementation;
3. Provide students with knowledge and techniques that enable them to create and manage a professional eCommerce channel.

16. Skills to be acquired

1. Develop a digital marketing strategy based on an analysis of the environment, consumer and benchmarking;
2. To draw up an implementation strategy for the e-Commerce channel itself (i.e. online shop) and on eMarketplaces, contemplating the various specific tools that allow the defined audiences to be reached.
3. Implement the theoretical and practical knowledge in the construction of an online shop.

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17. Teaching Methodology

The theoretical-practical classes will consist in exposing concepts related to eCommerce and eMarketplaces based on the bibliography of the course unit. These contents will be illustrated with case studies, encouraging reflection and discussion/debate by the students. The tutorial sessions will consist in applying the contents taught in theoretical and practical lessons by creating an online shop on Shopify platform with monitoring by the teacher.

18. Course Unit Program

1. Introduction to E-Commerce and Online Sales Channels.
2. eMarketplaces and Digital Internationalization
3. Pillars of eCommerce
3.1 Logistics
3.2 Payments
3.3 Customer Service
4. Mobile, Design and User Experience
5. Metrics in eCommerce and eMarketplaces
6. Performance in eCommerce and eMarketplaces
6.1. search
6.2. Shopping
6.3. Social
6.4. eMarketplaces ads.
6.5. Email marketing

19. Assessment Methods

The evaluation of the curricular unit will be made in a continuous manner through the following set of elements:
- Attendance and participation in class;
- 2 written tests
- 1 group work

20. Didactic Resources

The following didactic resources will be used:
- The lecturer´s expositions and respective presentations in digital format.
- The bibliography recommended by the teacher.
- Computer with internet connection in the construction of the online shop.

21. Sustainability Objectives

This course directly and indirectly supports the objectives set out in the 2030 Agenda (SDGs):
- SDG 1: Promote fair trade practices in vulnerable communities.
- SDG 8: Ensure decent working conditions and sustainable economic growth.
- SDG 9: Foster innovation with sustainable technologies via e-commerce.
- SDG 12: Adopt consumption and production practices that minimize environmental impact.
- SDG 13: Reduce the carbon footprint of e-commerce.

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22. Keywords

eCommerce
eMarketplaces
Digital Internationalization
Digital Marketing
Online Communication

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23. Main Bibliography

Author(s): JONGEN, Wijnand
Title: The End of Online Shopping
Edition: Year: 2018
Local:
Publisher: World Scientific Publishing Company Pte. Limited
ISBN Code:

Author(s): FAUSTINO, Paulo
Title: Marketing Digital na Prática
Edition: 1ª Year: 2019
Local:
Publisher: Marcador
ISBN Code:

Author(s): MAIA, Vera; COSTA, Sónia; PEIXOTO, Nelson; PEIXOTO
Title: 110 Erros que prejudicam a sua loja online
Edition: Year: 2020
Local:
Publisher: Perfil Criativo - Edições
ISBN Code:

24. Complementary Bibliography

Author(s): DOMINGOS, Pedro
Title: A Revolução do Algoritmo Mestre
Edition: 1ª Year: 2017
Local:
Publisher: Manuscrito Editora
ISBN Code:

Author(s): GOUVEIA, Marco
Title: Marketing Digital - O Guia Completo
Edition: Year: 2022
Local: Porto
Publisher: Ideias de Ler
ISBN Code:

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