General Information

Code: IP-0023
Name: Fundamentals of E-Commerce
Type of course: Theoretical
Credits: 2
Weekly class hours: 4
Weekly student independent study hours: 2
Requisites: IP-0005
Co Requisite: -
Cycle: V Cycle, Third Year
Course schedule: Friday – 1:00 pm to 4:50 pm

Teacher´s contact information

Name: M.Sc. Gabriela Navarro Alpízar
Email: anagabriela.navarro@ucr.ac.cr
Student´s assistance hours/office schedule: Friday – 10:00 am to 12:00 pm

Course description

In this course the student acquires the basic knowledge in relation to e-commerce, they will be able to recognize technological, social, economic, and business factors that support ecommerce. The creation of an e-commerce model is analyzed from the administrative point of view showing the students the implications and importance of involving the entire company in the process of creation and maintenance of the e-commerce site. It is expected that the students will take the global vision that electronic commerce contains knowing its implications both nationally and internationally.

General Objective

To provide the student with the theoretical knowledge necessary for the management of a project that involves the development and administration of an e-commerce site, so that they can support the company in this type of projects so necessary for international trade.

Specific objectives

1. To understand the importance of e-commerce and its implications in the national and international market.
2. To recognize the technological, social, economic, and business factors that drive ecommerce.
3. To know the different stages involved in creating a business plan for the development of an e-commerce site.
4. To know methods and techniques for marketing products through e-commerce.

Contents

1. **Introduction to Digital Trade**

   1.1. Definition of Digital trade

   1.2. Evolution of e-commerce

   1.3. Types of e-commerce

   1.4. E-commerce and the pandemic

   1.5. E-commerce vs Digital trade

   1.6. Digital Economy

2. **Analysis of opportunities and online customer behavior.**

   2.1. Business in the world of the internet.

   2.2. Business models on the web.

   2.3. Internet business strategies (e-business).

   2.4. Identify the online audience.

   2.5. Online competition research.

3. **E-commerce.**

   3.1. Online Sales:

      3.1.1. E-commerce projects.

      3.1.2. Consuming Online: Expectations and Behavior.

   3.2. E-commerce implementation:

      3.2.1. Website planning.

      3.2.2. Service logistics.

      3.2.3. Website Platform.

      3.2.4. Risks when shopping online.

3.3. Online Business Creation Process:

    3.3.1. The online store.

    3.3.2. Design of the online store.

    3.3.3. The shopping cart.

    3.3.4. Services and logistics in the online store.

3.4. Online payment and the product delivery process.

4. Digital Marketing

4.1. Digital marketing concepts.

4.2. New Digital Media and Online Marketing:

    4.2.1. New media, new formats.

    4.2.2. Digital audiences.

4.3. The Marketing Mix in the Digital World

4.4. Integrated marketing strategies.

5. Online Marketing & Customer Management

5.1. The concept of Customer Relationship Management (CRM).

5.2. Customer-centric business and marketing strategies:

    5.2.1. Analysis and diagnosis of the client portfolio.

    5.2.2. Customer insights and insights.

    5.2.3. Internal segmentation.

5.3. Customer loyalty:

    5.3.1. levels and techniques.

    5.3.2. Loyalty systems and techniques: endogenous and exogenous.

5.4. Communication and customer relationship techniques and tools.

6. The online marketing plan.

6.1. Situation analysis.

6.2. Objectives of the online marketing plan.

6.3. Strategies:

    6.3.1. Markets and products.

    6.3.2. Revenue generation models.

    6.3.3. Audience selection.

    6.3.4. Offer development strategy.

6.4. Communication strategy.

6.5. Tactics:

    6.5.1. Attract.

    6.5.2. Convert.

    6.5.3. Retain.

    6.5.4. Measure.

7. **Web traffic generation.**

7.1. Search Engine Marketing:

    7.1.1. Paid Search Engine Optimization (SEM).

    7.1.2. Organic Search Engine Optimization (SEO).

    7.1.3. Types of ads in "ad-words"

    7.1.4. How to put together an online campaign.

7.2. E-mail Marketing:

    7.2.1. Mass emails.

    7.2.2. Pillars of email marketing: personalization, reporting, certification.

    7.2.3. Delivery pillars: base, piece, content and service.

7.3. Online advertising models.

    7.3.1. Online advertising formats.

    7.3.2. Effectiveness of display advertising.

    7.3.3. Creativity and design of display advertising.

8. **Website, design and ease of use.**

8.1. Website design and user-friendliness.

8.2. Design planning from the user.

8.3. Creating the user-centric web.

8.4. Keys to web design.

8.5. Accessibility and ease of use of websites.

Methodology

The course is based on a learning process based on the socio-constructivist approach, which emphasizes that the student:

- Build knowledge based on personal experiences and its active interaction with the environment.
- Creates its own subjective representations of objective reality based on previous knowledge.

- Develops their creativity, autonomy, and conflict resolution skills, through their interaction with the world.
- Develops social and communication skills that encourage collaborative work and the exchange of ideas.

In this sense, the teacher's role will focus on creating scenarios for the development of knowledge, skills, and experiences, providing the student with tools and acting as a catalyst for the teaching and learning process.

The dynamics of each class will generally be divided into two parts: the first will be a semi-master session where theoretical/conceptual elements related to the course topic will be addressed, and the second part will be a space for analysis and discussion of case studies, documentary videos or other similar activities, which is expected to generate a dynamic of debate and active learning among students. The development of specific tasks based on reflection, analysis and proactive ability will be the mechanisms to verify that students are understanding the thematic contents of the course.

Finally, the classes will be complemented with workshops and in class activities with the implementation of technological tools in order to encourage the knowledge, curiosity and critical spirit of the student body and thereby generate a creative and spontaneous work and discussion environment, starting from the great theoretical postulates, but concentrating interest in those elements of the object of study that require attention and depth ; seeking to stimulate a climate of inter and intra group interaction.

The teaching materials that will be used during the course will be available in Mediación Virtual, so that the student can consult them. The teacher can incorporate additional material to that indicated in this program. The deepening of this is encouraged and can be done through bibliographic searches in the library or on the Internet, so students are expected to assume an attitude of autonomy and research initiative in the topics that will be covered during the semester. as well as very active participation in the sessions, to make them more interactive.

Note: This course will be taught in <u>low virtual modality</u> in its version of the I semester 2024. The institutional platform "Mediación Virtual" will be used to place the documents and presentations associated with the course, also, it will be used for the development of activities such as delivery of tasks, short exams and forums.

Evaluation

Description	Date	Percentage
Essay	Week 5	15%
Short presentation	Week 9 &10 &11&13	20%
Case study (3)	Week 6 & 12 & 14	30%
Final project "Digital trade strategy"	Week 15 & 16	35%

Essay

The essay seeks to promote investigative skills as well as critical thinking in students. They will develop an essay focused on some of the topics discussed in class, with the aim of focusing on the impact that these topics have on the digital trade and daily life. The use of real examples is encouraged to give greater depth to the implications of the theme that each one will be developing. The best essays will be published in the IFGE Newsletter.

Short presentation

The short presentations expand the student's knowledge of topics that complement those developed during the course. The purpose of these will be to develop a creative presentation that allows the learning of the assigned topic in an active way and through play. The assignment will be developed in groups, each group must carry out research on the subject and must present a written report detailing the results of the research, once they have already carried out the research, they must propose a playful and entertaining way to put the students in competition putting into practice what they have just presented. On week 1, students must send the teacher the composition of the working groups (between 4 groups of 5 person per group) and in week 2 the topics will be assigned to each of the groups.

Case study

The case study seeks to evaluate the matter seen up to that point through cases of companies currently in the market, to understand the strategies implemented, their successes and failures, and areas for improvement. Students will be integrated into work groups to apply the knowledge acquired in class in a theoretical and practical way. The evaluation must be resolved in class, during a certain period.

Final project "Digital trade strategy"

The final project seeks to evaluate the material seen throughout the course. Students must apply the knowledge acquired in class and prepare a digital commerce strategy for an assigned company. They will be simulating a presentation space before the Board of Directors of the companies in which they will have to present the strategy designed by the group. We will be working with the same groups from the short presentation.

Schedule

Week	Date	Topics	Activities
1	15/03	Unit 1. Introduction to Digital Trade	– Introduction of the teacher and welcome to the students. – Reading and analysis of the program. – Introductory talk by the teacher
2	22/03	Unit 2. Analysis of opportunities and online customer behavior.	– Teacher's presentation on the analysis of opportunities and online customer behavior – Discussion about what has been studied in the reading.
3	29/03	Holy Week	
4	5/04	Unit 3. E-commerce.	– Teacher's presentation on online commerce. – Discussion on what has been studied in reading.
5	12/04	Unit 3. E-commerce.	– Teacher's presentation on online commerce. – Discussion about what has been studied in the reading. – **Essay**
6	19/04	Unit 4. Digital Marketing	– Teacher's presentation on digital marketing. – Discussion about what has been studied in the reading. – **Case Study #1**
7	26/04	Semana U	
8	3/05	Unit 5. Online Marketing & Customer Management	– **Guest speaker "Use and applicability of CRMs in digital companies."**
9	10/05	Unit 6. The online marketing plan.	– Teacher's presentation on the digital marketing plan. – Discussion about what has been studied in the reading. – **Short Presentation Group #1**

10	17/05	Unit 6. The online marketing plan.	– Teacher's presentation on the digital marketing plan. – Discussion about what has been studied in the reading. – **Short Presentation Group #2**
11	24/05	Unit 7. Web traffic generation.	– Teacher's presentation on how to generate traffic on the web. – Discussion about what has been studied in the reading. – **Short Presentation Group #3**
12	31/05	Unit 7. Web traffic generation.	– Lecture by the teacher on how to generate traffic on the web. – Discussion about what has been studied in the reading. – **Case Study #2**
13	7/06	Unit 8. Website, design and ease of use.	– Teacher's presentation on the website, design and ease of use. – Discussion about what has been studied in the reading. – **Short Presentation Group #4**
14	14/06	Unit 8. Website, design and ease of use.	– Teacher's presentation on the website, design and ease of use. – Discussion about what has been studied in the reading. – **Case Study #3**
15	21/06	Digital Trade Strategy	– **Final Project Presentation** – **Groups 1 & 3**
16	28/06	Digital Trade Strategy	– **Final Project Presentation** – **Groups 2 & 4**
17	5/07	Final Grades	Post of the final grades in Mediación Virtual

Bibliography

– Chaffey, D. (2015). Digital business and e-commerce management. Harlow: Pearson.
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– Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0 Moving from traditional to Digital. Hoboken, New Jersey: John Wiley & Sons, Inc.
– Laudon, K. C., & Guercio Traver, C. (2022). E-commerce 2021: business, technology, society. Essex: Pearson.

- Kalakota, R. y M. Robinson (2001). Del E-Commerce al E-Business: El siguiente paso. Pearson Educación, México.
- Asociación Española de la Economía Digital (Adigital). Libro Blanco de comercio electrónico: Guía práctica para PYMES.
- Ledford, J (2008). SEO. Optimización del posicionamiento en buscadores. Anaya Multimedia.
- Lynch, P. y Horton, S (1999). Web Style Guide: Basic Design Principles for Creating Web Sites, Yale. University Press, New Haven, Connecticut.
- Marcia, F y Gosende J (2009).Posicionamiento en buscadores. Anaya Multimedia.
- Nielsen, J (2000) .Designing Web Usability.New Riders Publishing, Indianapolis, Indiana.

REGLAMENTO DE LA UNIVERSIDAD DE COSTA RICA EN CONTRA DEL

HOSTIGAMIENTO SEXUAL

Conducta de naturaleza sexual indeseada por quien la recibe

MANIFESTACIONES

No verbales: miradas intrusivas, sonidos, silbidos, dibujos.
Verbales: piropos, comentarios sexualizados, invitaciones insistentes a salir, propuestas sexuales.
Escritas: fotografías, imágenes, mensajes, correos.
Físicas: Toqueteos, abrazos, besos, otras manifestaciones.

SE PUEDE APLICAR A

Cualquier persona que forme parte de la comunidad universitaria, integrada por personal docente, administrativo y la población estudiantil. Y quienes posean relaciones contractuales, no laborales, con la Universidad de Costa (servicios profesionales, subcontratación, convenios, intercambios).

PROCESO DE DENUNCIA

Proceso interno de la comisión instructora

Audiencia: declaración de las partes

Comisión instructora emite informe final

- La denuncia debe hacerla la **persona afectada**
- **Dos años** plazo a partir del ultimo hecho de HS
- Debe aportar **pruebas**

DENUNCIAR ANTE

la Defensoría contra el Hostigamiento Sexual.

Se puede hacer de manera presencial en la Oficina de la Comisión Institucional Contra el HS o por correo

equipocontrahostigamientosexual@ucr.ac.cr

ASAMBLEA DE MUJERES
UCR SEDE DEL PACÍFICO

SRP Sede Regional del **Pacífico**

Reglamento de la Universidad de Costa Rica en Contra del Hostigamiento Sexual