

**COURSE DATA****Data Subject**

|                      |                                   |
|----------------------|-----------------------------------|
| <b>Code</b>          | 36535                             |
| <b>Name</b>          | E-Commerce & Digital Distribution |
| <b>Cycle</b>         | Grade                             |
| <b>ECTS Credits</b>  | 6.0                               |
| <b>Academic year</b> | 2022 - 2023                       |

**Study (s)**

| <b>Degree</b>                                        | <b>Center</b>        | <b>Acad. year</b> | <b>Period</b> |
|------------------------------------------------------|----------------------|-------------------|---------------|
| 1332 - Degree in Business Intelligence and Analytics | Faculty of Economics | 4                 | First term    |

**Subject-matter**

| <b>Degree</b>                                        | <b>Subject-matter</b>                            | <b>Character</b> |
|------------------------------------------------------|--------------------------------------------------|------------------|
| 1332 - Degree in Business Intelligence and Analytics | 29 - Comercio Electrónico y Distribución Digital | Optional         |

**Coordination**

| <b>Name</b>           | <b>Department</b>                  |
|-----------------------|------------------------------------|
| MARIN GARCIA, ANTONIO | 43 - Marketing and Market Research |

**SUMMARY**

The subject of Electronic Commerce and Digital Distribution is an optional subject of the fourth year of the Degree in Business Intelligence and Analytics (BIA). In this subject, the student will be introduced to the knowledge of digital distribution tools, allowing them to become familiar with basic concepts of electronic commerce and omnichannel. The student is provided with the knowledge, skills and abilities necessary to understand the online distribution of products and services and analyze the management of online user purchases to obtain relevant information for strategic decision-making of the company.

**PREVIOUS KNOWLEDGE**



### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

No prior knowledge is required other than to access the degree. However, it is important to understand the elements that make up the distribution of organizations, previously analyzed in the Digital Marketing subject of the first year of the degree.

There are no restrictions with respect to other subjects in the fourth year.

## OUTCOMES

### 1332 - Degree in Business Intelligence and Analytics

- Acquire basic training that can be used to learn new methods and technologies and to adapt to new situations in academic and professional areas.
- Be able to solve problems and to communicate and spread knowledge, skills and abilities, taking account of the ethical, egalitarian and professional responsibility of the activity of business intelligence and analytics.
- Be able to produce models, calculations and reports, and to plan tasks in the specific field of business intelligence and analytics.
- Be able to access and manage information in different formats for subsequent analysis in order to obtain knowledge through data.
- Be able to make autonomous decisions in digital environments characterised by the abundance and dynamism of data.
- Be able to apply analytical and mathematical methods for the analysis of economic and business problems.
- Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.
- Demonstrate skills for analysis and synthesis.
- Be able to analyse and search for information from diverse sources.
- Be able to learn autonomously.
- Be able to use ICT, both in academia and in professional practice.
- Be able to define, solve and present complex problems systemically.
- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.



## LEARNING OUTCOMES

- ü Knowledge of digital distribution tools, allowing them to become familiar with basic concepts of electronic commerce and omnichannel
- ü Develop online distribution of products and services
- ü Be able to apply online purchase analysis
- ü Apply the knowledge learned in each topic to the resolution of practical cases
- ü Foster the analytical capacity of the student from the reading and discussion of specific articles on the contents of the program

## DESCRIPTION OF CONTENTS

### 1. Digital distribution

- 1.1. Distribution as a variable of the marketing mix: e-distribution
- 1.2. Distribution decisions
- 1.3. Types of digital intermediaries

### 2. Electronic commerce

- 2.1. Definition and characteristics of electronic commerce.
- 2.2. Birth and historical evolution of electronic commerce
- 2.3. Types of electronic commerce
- 2.4. Strategies to provide value

### 3. Omnichannel

- 3.1 Description and characteristics
- 3.2 Omnichannel from marketing: commitment to the brand.
- 3.3 Omnichannel from consumer behavior: customer journey

### 4. Digital distribution decisions (I)

- 4.1. Funnel Attribution model
- 4.2. Digital adaptation of physical organizations
- 4.3. Assortment and arrangement in electronic commerce.

**5. Digital distribution decisions (II)**

- 5.1. Security and payment systems in electronic commerce
- 5.2. Logistics and delivery: e-logistics and customer service
- 5.3. Sector considerations

**6. Analytics in eCommerce**

- 6.1. Shopping cart abandonment: remarketing
- 6.2. Customer portfolio profitability
- 6.3. RFM (Recency, Frequency, Monetary Value)

**7. Immersive technologies and their applications**

- 7.1. Augmented, mixed and virtual reality
- 7.2. Metaverse
- 7.3. Immersive marketing

**WORKLOAD**

| ACTIVITY                    | Hours         | % To be attended |
|-----------------------------|---------------|------------------|
| Theory classes              | 30,00         | 100              |
| Computer classroom practice | 30,00         | 100              |
| Study and independent work  | 90,00         | 0                |
| <b>TOTAL</b>                | <b>150,00</b> |                  |

**TEACHING METHODOLOGY**

Face-to-face theory class to present the essential theoretical content of the subject, including theoretical concepts with practical examples and other additional activities that will promote content understanding and critical thinking.

On-site practical classes, related to problem solving, case studies, with application of techniques, oral presentations, debates, individually and/or in teams.

Supervised autonomous work based on carrying out exercises, case studies and questions to debate or online experiments, with tutorial support.

If the circumstance of the implementation of a new confinement or state of alarm arises, the appropriate means will be available to be able to carry out teaching activities remotely.



## EVALUATION

The final mark of the subject will be calculated from the average of the evaluation of the theoretical part and the practical part. The theoretical part is equivalent to 5 points and the practical part to another 5 points.

The theoretical part will consist of an exam. This part of the evaluation is recoverable in the second examination session. In order for the theory mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the final exam.

The practical part will consist of a continuous evaluation where different activities will be developed that will serve to demonstrate the acquisition of the knowledge proposed for each topic. In order for the practice mark to count towards the course average, the student must obtain a minimum of 2.5 points (out of a maximum of 5) in the continuous assessment. In case of not reaching this minimum mark, the student must take the final exam. This part of the continuous assessment is not recoverable in the second call, and must be submitted to the final exam.

### Task

Final evaluation consisting of a test that will consider both theoretical and practical questions (THEORY)

Evaluation of the practical activities developed by the student during the course, based on the preparation of papers/memories and/or oral presentations, defending the positions developed by the student (individually or in a group ) (PRACTICE)

### Total

### % Qualification

50%

50%

100%

## REFERENCES

### Basic

- Gallino, S. y Moreno, A. (2019): Operations in an Omnichannel World. Springer
- Kotler, P., Kartajaya, H. y Setiawan, I. (2018): Marketing 4.0: transforma tu estrategia para atraer al consumidor digital (1ª edición). LID editorial empresarial



- Jung, T. Tom Dieck, M. C. y Rauschnabel P. A. (2021): Augmented Reality and Virtual Reality: Changing realities in a Dynamic World (conference proceedings). Springer
- Laudon, K. C. y Guercio Traver, C. (2022): E-commerce 2021-2022: business, technology and Society (17th Edition). Pearson
- Meier, A. y Stoermer, H. (2009): E-business and e-commerce: Managing the digital value chain. Springer
- Rodriguez\_Ardura, I. (2020): Marketing digital y comercio electrónico (2ª edición). Editorial Pirámide. Madrid
- Tom Dieck, M. C., Hung, T. H. y Loureiro, S. M. C. (2021): Augmented Reality and Virtual Reality: New Trends in Immersive Technology (conference proceedings). Springer
- Turban, E. et al (2018): Electronic commerce 2018: A managerial and social networks perspective (9th Edition). Springer