

NOVA Information Management School

NOVA IMS

Course	Web Marketing and E-commerce
Coordinator:	Tiago Oliveira
ECTS	4
Objectives:	<p>Description:</p> <p>In Chapter 1 (overview of electronic commerce), we provide an overview of today's business environment as well as the fundamentals of electronic commerce (EC) and some of its terminology. A discussion of electronic markets and their mechanisms and impacts is provided in Chapter 2 (e-marketplaces: mechanisms overview of electronic commerce) where special attention is given to blogs, wikis, and virtual worlds.</p> <p>The Chapter 3 (retailing in electronic commerce: products and services) and 4 (consumer behavior, Internet marketing, and advertising) describe EC B2C applications. Chapter 3 addresses e-tailing and electronic service industries (e.g., travel, e-banking). Chapter 4 deals with consumer behaviour online, market research, and online advertising.</p> <p>In Chapter 5 (B2B e-commerce), we examine the one-to-many B2B models including auctions, and the many-to-many models including exchanges. Finally, in Chapter 6 (the Web 2.0 environment and social networks) we explore social networking with special attention given to business and enterprise networks.</p> <p>Goals</p> <p>At the end of the course students should be able to:</p> <ul style="list-style-type: none"> • Critically discuss the key notions and concepts related to EC and Marketing; • Initiate scientific research related to EC and Marketing.
Curricular Unit Contents:	Program:

1. Overview of electronic commerce

- 1.1. Define electronic commerce (EC) and describe its various categories
- 1.2. Describe and discuss the content and framework of EC
- 1.3. Describe the major types of EC transactions
- 1.4. Discuss e-commerce 2.0.
- 1.5. Understand the elements of the digital world
- 1.6. Describe the drivers of EC as they relate to business pressures and organizational responses
- 1.7. Describe some EC business models
- 1.8. Describe the benefits and limitations of EC to organizations, consumers, and society

2. E-marketplaces: mechanisms overview of electronic commerce

- 2.1. Describe the major EC activities and processes and the mechanisms that support them
- 2.2. Define e-marketplaces and list their components
- 2.3. List the major types of e-marketplaces and describe their features
- 2.4. Describe electronic catalogs, search engines, and shopping carts
- 2.5. Describe the major types of auctions and list their characteristics
- 2.6. Discuss the benefits, limitations, and impacts of auctions
- 2.7. Describe bartering and negotiating online
- 2.8. List the major Web 2.0 tools and their use in EC
- 2.9. Understand virtual worlds and their use in EC
- 2.10. Discuss competition in the digital economy
- 2.11. Describe the impact of e-marketplaces on organizations, intermediation, and industries

3. Retailing in electronic commerce: products and services

- 3.1. Describe electronic retailing (e-tailing) and its characteristics
- 3.2. Define and describe the primary e-tailing business models
- 3.3. Describe how online travel and tourism services operate and their impact on the industry
- 3.4. Discuss the online employment market, including its participants, benefits, and limitations

- 3.5. Describe online real estate services
- 3.6. Discuss online stock-trading services
- 3.7. Discuss cyberbanking and online personal finance
- 3.8. Describe on-demand delivery of groceries and similar products/services
- 3.9. Describe the delivery of digital products and online entertainment
- 3.10. Discuss various online consumer aids, including comparison-shopping aids
- 3.11. Describe disintermediation and other B2C strategic issues

4. Consumer behavior, Internet marketing, and advertising

- 4.1. Describe the factors that influence consumer behavior online
- 4.2. Understand the decision-making process of consumer purchasing online
- 4.3. Describe segmentation and how companies are building one-to-one relationships with customers
- 4.4. Explain how consumer behavior can be analyzed for creating personalized services
- 4.5. Discuss the issues of e-loyalty and e-trust in EC
- 4.6. Describe consumer market research in EC
- 4.7. Describe the objectives of Web advertising and its characteristics
- 4.8. Describe the major advertising methods used on the Web
- 4.9. Describe various online advertising strategies and types of promotions
- 4.10. Describe permission marketing, and management, localization, and other advertising-related issues
- 4.11. Relate Web 2.0 and social networks to Internet market research and advertising

5. B2B e-commerce

- 5.1. Describe the B2B field
- 5.2. Describe the major types of B2B models
- 5.3. Discuss the characteristics of the sell-side marketplace, including auctions
- 5.4. Describe the sell-side models

	<p>5.5. Describe the characteristics of the buy-side marketplace and e-procurement</p> <p>5.6. Explain how reverse auctions work in B2B</p> <p>5.7. Describe B2B aggregation and group purchasing models</p> <p>5.8. Describe other procurement methods</p> <p>5.9. Define exchanges and describe their major types</p> <p>5.10. Describe B2B portals</p> <p>5.11. Describe third-party exchanges</p> <p>5.12. Describe partner relationship management (PRM)</p> <p>5.13. Describe how B2B can benefit from social networking and Web 2.0</p> <p>5.14. Describe Internet marketing in B2B, including organizational buyer behavior</p> <p>6. The Web 2.0 environment and social networks</p> <p>6.1. Understand the Web 2.0 revolution, social and business networks, and industry and market disruptors</p> <p>6.2. Understand the concept, structure, types, and issues of virtual communities</p> <p>6.3. Understand social networking and social networking sites</p> <p>6.4. Describe the major social networks</p> <p>6.5. Describe business-oriented and enterprise social networks</p> <p>6.6. Understand the commercial aspects of social networking</p> <p>6.7. Describe Web 2.0 entertainment</p> <p>6.8. Describe the potential of Web 3.0 and Web 4.0</p>
<p>Teaching methods:</p>	<p>Lectures, supplemented by practical applications, case studies and simulations. Four working groups provide a practical application of the concepts and techniques studied in the course.</p>
<p>Grading methods:</p>	<p>Evaluation:</p> <p>1st Period – Participation in the class and presence (5%), three presentations of EC application cases per group (40%), one presentation per group of a scientific paper (20%), and exam (35%).</p> <p>2nd Period – three presentations of EC application cases per group (40%), one presentation per group of a scientific paper (20%), and exam (40%).</p>

	<p>EC application cases – In-chapter cases highlight real-world problems encountered by organizations as they develop and implement EC. Questions follow each case to help direct students' attention to the implications of the case material. Each group (three or four people) will make three presentations (15 minutes per presentation). The group chooses three cases from the EC application cases table. Each case can only be presented once.</p> <p>Scientific paper – We provide a set of scientific papers and each group of students chooses one paper to analyze and make a presentation (15 minutes). The aim of this work is to develop research skills to prepare students to start research.</p> <p>On the day of 1st period exam each group has to give me the final version of their presentations by e-mail and paper (all four presentations).</p>
<p>Bibliography:</p>	<ul style="list-style-type: none"> • Turban, E., D. King, J. Lee, T.-P. Liang et al. (2010) Electronic Commerce 2010: A Managerial Perspective. Boston: Prentice Hall. • Rita, P. and C. Oliveira (2006) Marketing Electrónico. Sociedade Portuguesa de Inovação (SPI), Porto. • Oliveira and Martins (2010) Understanding e-business adoption across industries in European countries. Industrial Management & Data Systems, 110(9), 1337-1354. • Vicente, M. R. and A. J. Lopez "A Multidimensional Analysis of the Disability Digital Divide: Some Evidence for Internet Use," Information Society (26) 1, pp. 48-64. • Varadarajan, P. R. and M. S. Yadav (2002) "Mar