

**4 ECTS**

**Objectives – Course description**

To enable the student to understand an e-commerce project in its entirety, based on the study of the different stages of such a project (essentially the stages of operational implementation and monitoring of an e-commerce site).

**Learning content**

1. Implementation of an e-commerce site: reminder of the strategy, use of tools for creation, construction of the catalogue and design of the interface.
2. Management and analysis of an e-commerce site: setting up a customer journey - reminder of traffic creation, conversion and loyalty of visitors/customers + steps to manage a site, analysis and functional audit.
3. Practical Exercise: Creation of a site via a CMS/ERP

**Learning outcome**

Set up the strategy and choose the appropriate technological solution according to the size of the e-commerce project and the type of customer;

- Analyse the organisation of an online catalogue and understand how its structure influences the navigation on the site;
- Judging the quality of a home page/product page and knowing how to improve the accessibility of the offer;
- Distinguish the levers available to increase visibility on the Internet and traffic;
- Apply good practices in electronic merchandising and sales promotion mechanisms;
- Improving the user experience and evaluating the buying process;
- Understanding the customer journey: how to acquire, how to convert and how to build loyalty;
- Building a site and using tools to track sales, customers and performance.

**Methodology**

Theoretical course illustrated by practical examples

- Analysis of cases
- Practical exercises
- Student presentations
- Lectures

**Learning material**

Slides of the course on Moodle

**Evaluation**

20% Ongoing assessment of the second term Active participation in face-to-face teaching activities

40% Evaluation at the end of the second term Written and/or oral test

40% Assessment at the end of the second semester Work