

COURSE NAME: COMMERCIAL AND ELECTRONIC MARKETING

UFV CODE: 4285 **ECTS:** 4.5

TYPE OF COURSE: OP, 2C

INTERNATIONAL CODE: MKT4285 **YEAR:** 5

REQUIREMENTS: MKT4233

OBJECTIVES: Knowledge of the internet as an interactive channel for marketing and sales

COURSE DESCRIPTION: Characteristics of the internet medium: interactivity and scope. Use of the internet as a medium for marketing and sales. Advertising on the internet (banners, interstitials, links, cookies). The concept of intranet and extranet.

B2B and B2C strategies. Atom products and bit products. Loyalty programs. Logistics

in e-commerce. One-to-one marketing

BIBLIOGRAPHY: To be advised by the professor at the beginning of the course

METHODOLOGY: Participative with analysis of case studies and group exercises

EVALUATION: Continuous assessment, taking into consideration student contribution

(attendance and participation), individual and/or group work, presentation and final exam

PROFESSOR: Ricardo Hernández Ontalba **LANGUAGE:** Spanish