

Fiche de cours 2025-2026

Bachelier en Erasmus	Bloc 1	Niveau CEC 6
Code UE ERA215		Nom de l'UE E-Commerce
Responsable(s)		
Enseignant(s) intervenant(s)		
Crédits ECTS 5.0	Quadrimestre 2	Obligatoire Oui
Catégories compétences		
Prérequis N/A		
Co-requis N/A		
Est prérequis de N/A		

Langue Anglais

Acquis d'Apprentissage Terminaux This course aims to provide students with a global and applied understanding of e-commerce by enabling them to :

- Understand the international e-commerce market
- Formulate and justify a strategic marketing approach for an e-commerce project
- Analyze and design the customer journey with a focus on UX and e-merchandising
- Gain knowledge of the main digital platforms and tools
- Conduct a functional audit of an e-commerce site
- Understand and apply digital marketing principles in e-commerce
- Explore the potential of Artificial Intelligence in e-commerce (personalization, recommendations, automation)

Contenu

- **International E-Commerce landscape** : definitions, business models and global trends; analysis of major players and best practices; introduction to key concepts (omnichannel, CMS/SaaS, marketplaces, UX, SEO/SEA)
- **Strategic marketing approach** : applying strategic analysis tools to assess the environment, understand customer needs and design a coherent e-commerce strategy.
- **Customer journey, UX & E-Merchandising** : designing and optimising the customer journey from awareness to loyalty; catalog architecture and product pages; checkout flow; UX principles and merchandising levers for conversion.
- **Digital platforms & tools** : overview and use cases of CMS/SaaS and marketplaces; essentials of Google and Mailchimp tools; introduction to analytics and content management for e-commerce.
- **Functional Audit & performance indicators**: methods and criteria for auditing an e-commerce site (catalog, navigation, accessibility, funnel); use of KPIs and dashboards to support continuous improvement.
- **Digital marketing principles** : fundamentals of acquisition (SEO, SEA, social media), conversion optimisation, retention and loyalty (CRM, email, personalization), and omnichannel brand consistency.
- **Emerging technologies in E-Commerce** : exploratory introduction to Artificial Intelligence: personalization and recommendations, dynamic pricing and forecasting, chatbots and content support.

Méthode d'enseignement

- Theoretical course illustrated by practical examples
- Case studies
- Practical exercises
- Student presentations
- Lectures

Acquis d'apprentissage intermédiaires et/ou spécifiques By the end of this course, students will be able to :

- Understand and critically analyze the international e-commerce environment, its models, trends and key players.
- Develop and justify a strategic marketing approach for an e-commerce project
- Design and evaluate the customer journey with attention to UX, catalog structure and e-merchandising practices.
- Identify and explain the main digital platforms, tools and analytics relevant to e-commerce
- Conduct a functional audit of an e-commerce site
- Understand digital marketing principles to improve traffic acquisition, conversion, retention and brand consistency.

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- Explore and assess the potential and limitations of Artificial Intelligence applications in e-commerce
- Integrate knowledge through case studies and a mini-project, demonstrating the ability to plan, analyze and optimize an e-commerce initiative.

Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

Forme	Description
Support de présentation	Course materials in English, including slides, videos and documents provided digitally by the teacher

Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

Forme	Description

Modalités d'évaluation générales

%	Période	Nature
30	Evaluation permanente du deuxième quadrimestre	Ensemble de devoirs ou travaux
70	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation spécifiques (MES)

%	Période	Nature
30	Evaluation de fin de premier quadrimestre	Travail
70	Evaluation de fin de deuxième quadrimestre	Epreuve écrite et/ou orale

Modalités d'évaluation de seconde session

%	Période	Nature
100	Evaluation de seconde session	Epreuve orale

Commentaires concernant les évaluations Continuous assessment : Instructions and deadlines will be specified for each work. Any delay or failure to comply with instructions will result in a 0.

If a student joins the course during the academic year (for example, following a change of option), group-based continuous assessment tasks already completed will be replaced by individual catch-up assignments. A specific deadline will be set, and failure to meet it will result in a grade of 0 for those activities.