

Fiche de cours 2026-2027

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

Langue Anglais

Compétences visées du référentiel

Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs)	This course provides a global and applied understanding of e-commerce, from strategic analysis to operational execution, in a market now reshaped by artificial intelligence. It enables students to : - Understand the international e-commerce environment, its business models and its channel strategies - Formulate and justify a strategic marketing approach for an e-commerce project - Design the customer journey and the structure of an online store, with a focus on UX/UI and e-merchandising - Understand the technical foundations and the platform options behind an e-commerce site - Build and steer a digital marketing plan, from acquisition to loyalty, and measure it - Conduct a functional and technical audit of an e-commerce site - Understand how artificial intelligence works, and design agentic workflows applied to e-commerce processes - Make an e-commerce site readable, usable and citable by generative engines By the end of this course, students will be able to : - Understand and critically analyse the international e-commerce environment, its business models and its trends. - Develop and justify a strategic marketing approach for an e-commerce project. - Design and evaluate the customer journey with attention to UX/UI, 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. - Understand how artificial intelligence works and design agentic workflows applied to e-commerce processes, assessing both their potential and their limits. - Optimise an e-commerce site so that it remains findable by users and readable, usable and citable by generative engines. - Integrate knowledge through case studies and a team venture project, demonstrating the ability to plan, analyse and optimise an e-commerce initiative.
Contenu	- International E-Commerce landscape : definitions, business models and global trends; channel strategies (single, multi, cross, omnichannel); best practices and key concepts (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 the Google tools (Analytics, Tag Manager, Search Console, Ads); 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, technical files); use of KPIs and dashboards to support continuous improvement. - Digital marketing principles : fundamentals of acquisition (SEO, SEA, social media), visibility in generative engines (GEO: structured data, llms.txt, E-E-A-T), conversion optimisation, retention and loyalty (CRM, email, personalization), and omnichannel brand consistency. - Artificial intelligence & agentic workflows in e-commerce : how AI works and how its families

Fiche de cours 2026-2027

Méthode d'enseignement

- relate; architecture of an AI agent (goals, reasoning, memory, tools, MCP connections); design of agentic workflows for e-commerce processes and AI applications (personalization, recommendations, pricing, chatbots); governance, potential and limits.
- Theoretical course illustrated by practical examples
 - Case studies
 - Practical exercises
 - Student presentations
 - Lectures

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.