

2. Consumer Journey in E-commerce

1. Module Title	Consumer Journey in E-commerce	2. Module Code	
3. Academic Year, Semester, Module Status	2021-2022 Fall semester, Full-time		
4. Aims and Learning Outcomes	<p>The tremendously dynamic digital transformation is continuously triggering new consumer behaviours. The way consumers are discovering, accessing and purchasing products is shaping the modern consumer journey and, effectively, e-Commerce. The course aims to define how those changes occur and what they mean to the companies and their e-Commerce businesses.</p> <p>Students learn to define and analyse consumer journey patterns to get a comprehensive understanding of e-Commerce environment. They gain practical knowledge on how to find competitive advantage in digital landscape and how to prepare a successful e-Commerce business strategy that addresses real consumer needs.</p>		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Is aware of the impact of E-commerce in current business strategy		K_W06	Research project Mid-term exam Paper
2. Is aware of basic concepts and theories of consumer journey		K_W04	Research project Mid-term exam Paper
3. Is aware of the role of culture, ethics, and technical progress in the digital transformation processes of modern enterprises		K_W15	Research project Mid-term exam
Skills	Effect Code		Assessment
	Subject	Field	
1. Is able to apply appropriate methods and tools to describe and analyse areas of e-commerce activity in an enterprise		K_U05	Research project Mid-term exam Paper
2. Is able to assess the viability of solutions and make decisions on implementation of e-commerce tactics and strategies		K_U06	Research project Mid-term exam
3. Is able to lead and co-operate in projects aimed at introducing e-commerce tactics in marketing strategy		K_U12	Research project
4. Is able to use the appropriate terminology regarding the new practices implemented in the field of e-commerce		K_U18	Research project Mid-term exam Paper
Social Competencies	Effect Code		Assessment
	Subject	Field	

1. Is prepared to openly communicate and defend opinions regarding digital transformation		K_K09	Research project Mid-term exam
2. Is prepared to operate in new conditions and skilfully adapt to changing environment		K_K10	Research project Mid-term exam
3. Is prepared to perform research skills and present consistent and well argued reasoned conclusions		K_K08	Research project Mid-term exam Paper
5. Module Coordinator	Name		E-mail
	mgr Alfonso De Paolini		alfonso.depaolini@lazarski.pl
6. Lecturer	Name		E-mail
	mgr Alfonso De Paolini		alfonso.depaolini@lazarski.pl
7. Module Level	Masters		Bachelors
			x
8. Year and Programme	Year		Programme
	3		BA in Management
9. Module Content			
#	Topics Discussed		Hours
Seminar			
1	Who are consumers, shoppers and customers in current digital landscape. What defines current consumers, their similarities and differences		2.5 h each topic
2	Digital evolution of consumer journey – frameworks and definition of stages, steps, touchpoints. Tracking consumer journey – case scenarios		
3	From Multichannel to Omni channel – challenges and opportunities for e-Commerce. Digital shifts from Omni- to multichannel – case study		30 h togethe r
4	Analysis of consumer journey: Awareness – building traffic and knowledge. How to build brand and product awareness in e-Commerce?		
5	Analysis of consumer journey: Consideration – information and alternatives during product research. How to deliver the right message to the consumer along adequate channels?		
6	Analysis of consumer journey: Conversion – driving the purchase. Opportunities and barriers for e-Commerce purchases		
7	Analysis of consumer journey: Evaluation – building relationships and loyalty. Replenishment, retention and loyalty. Research project briefing		
8	Data gathering – how to translate consumer journey mapping into business goals. Data analysis – case study		
9	How to plan consumer-centric e-Commerce business strategy. Best in class e-Commerce strategies – case study		
10	Designing digital experiences – content creation and personalization. Content creation for e-Commerce leaders		
11	Social Commerce – definition, opportunities and challenges. Implementation of social commerce in e-Commerce strategy		
12	Emerging consumer trends impacting e-Commerce. Research project presentations and discussion		
This seminar will concentrate on practical business decision making and problem			

solving especially under conditions of uncertainty through the use of data sets, business simulations, guest presentations, interactive classroom student involvement, and student presentations.		
10. Individual Student's Work		
#	Description	Hours
	Preparation for workshops	30
	Preparation of paper and research project	25
	Preparation for mid-term exam	25
11. Assessment Methods	Paper (30%), Midterm exam (30%), Research project and presentation (40%)	
12. Assessment Criteria	<p>In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester.</p> <p>Scoring translates into grades as follows:</p> <p>50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5</p> <p>In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.</p>	
13. ECTS Credits	5	
		Hours
		ECTS
	Contact Hours	
	Seminar	30
	Consultation	15
		1,2
		0,6
	Other Kind of Student's Activity	
	Individual Student's Work	80
		3.2
	SUMM	125
		5
14. Required Readings	<ol style="list-style-type: none"> 1. Dave Chaffey, <i>Digital Business & e-Commerce Management</i> (6th Edition), Trans-Atlantic Publications, Pennsylvania 2014 2. Michael Solomon, <i>Consumer Behavior: Buying, Having, and Being</i> (12th Edition), Pearson Publishing Ltd., New York 2016 3. Nathalie Nahai, <i>Webs of Influence. The Psychology of Online Persuasion</i> (2nd Edition), Pearson Publishing Ltd., New York 2017 	
15. Recommended Readings	<ol style="list-style-type: none"> 1. Robert McKee, Thomas Gerace, Storynomics, <i>Story-Driven Marketing in the Post-Advertising World</i>, Twelve, New York 2018 2. Richard Brand, <i>One Click, Jeff Bezos and the Rise of Amazon.com</i>, Portfolio, London 2012 	
16. Place where module is run	LU campus	
17. Other		