Fashion E-Commerce

3 ECTS credits

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TECHNICAL DETAILS

Academic Year: 2021-2022

Course: Fashion E-Commerce

Teachers: Ms. Paloma Díaz Soloaga : Ms. Gosia Pajkowska

Year: 3 TYPE: OB CODE: 100004292

Study Plan: 2020

University: CES Villanueva

FACULTY OR SCHOOL: Area of Communication

DEGREE: Degree in Advertising and Public Relations KNOWLEDGE AREA:

GENERAL DATA

Theoretical

To know the new rules of fashion and retail in the digital environment (innovation, new business models, e-commerce) To understand the impact of digitalisation from the point of view of communication and marketing.

Practical

Know how to analyse an e-commerce shop from a UX perspective Know the strategies applied to digital fashion businesses

COMPETENCIES TO BE DEVELOPED

General and specific fashion ecommerce knowledge Critical analysis

Fundamentals of digital fashion marketing

PROGRAMME CONTENTS

1. -Digital Fashion Business – key drivers, trends and status quo of new retail
2. -The fundamentals of e-commerce: facts, figures and evolution of e-commerce. Key online players (cases)
3. -E-commerce KPIs
4. -E-commerce platforms and online stores management tools
5. -UX: fashion digital stores usability and design

Marketing for e-commerce and social selling.

BASIC BIBLIOGRAPHY AND RESOURCES

The State of Fashion 2019, McKinsey & Company report
One click.
Jeff Bezos and the rise of Amazon, by Richard L.
Brandt.
Business model generation, by Alexander Osterwalder &
Yves Pigneur.