

Course Code : DBS103/03
Course Title : Digital Commerce Foundations
Prerequisite(s) : None

Level : Degree
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

Dr. Lee Heng Wei
PhD, USM

Digital Commerce Foundations enables the Learner to master basic digital marketing & e-commerce Skills by introduction to various digital marketing channels and e-commerce platforms. A Learner learns the requisites of an e-commerce business and e-commerce management, including uploading product details online, setting up online payments, inventory and supply-chain management and delivery of products. They will also be able to set up ad campaigns on Google Ads & Facebook and e-mail marketing campaigns, to promote their products.

Learning Outcomes

1. Explain e-commerce fundamentals, including inventory, supply chain management and delivery (C1, PL01)
2. Describe the components of an e-commerce site with integrated payment gateway using shopify (C6, PL05)
3. Plan out an integrated social media marketing campaign for the e-commerce site (P3, PL02)

Topics

1. Introduction to E-commerce and Digital Marketing
2. Creating an E-Commerce Website with Shopify
3. Store Management
4. Sales Channels
5. Analytics for your Shopify Site
6. Dropshipping
7. SEO for your Shopify Site
8. Marketing your Products on Social Media
9. Advertising with Google Ads
10. Email Marketing Fundamentals

Main Reference

Parker, A (2017). Shopify: How To Make Money Online & Build Your Own \$100'000+ Shopify Online Business, Ecommerce, E-Commerce, Dropshipping, Passive Income. New York: CreateSpace Independent Publishing Platform.