COURSE SHEET

Electronic commerce and marketing year 2023-2024

1. About the program

1.1	University	Universitatea din Piteşti
1.2	Faculty	Sciences, Physical Education and Computer Science
1.3	Department	Mathematics-Computer Science
1.4	Field of study	Informatics
1.5	Cycle of studies	Master
1.6	Study Program / Qualification	Advanced techniques for information processing/ Advanced techniques for information processing

2. Discipline data

2.1	Name of the discipline	*Electronic commerce and marketing*								
2.2	The holder of the course activities									
2.3	Holder of laboratory activities									
2.4	Year of study	2	2.5	Semester	1	2.6	Type of assessment	E	2.7	Discipline regimen	O

3. Estimated total time

3.1	Number of hours per week	4	3.2	of which course	2	3.3	laboratory	1
3.4	Total hours of the curriculum	56	3.5	of which course	28	3.6	laboratory	14

Distribution of the time fund	hours
Study by textbook, course support, bibliography and notes	50
Additional documentation in the library, on specialized electronic platforms and in the field	30
Preparation of seminars/ laboratories, themes, papers, portfolios, essays	30
Tutoring	10
Examination	6
Other activities.....	7

3.7	Total hours of self-study	133
3.8	**Total hours per semester**	**175**
3.9	**Number of credits**	**6**

4. Preconditions (where applicable)

4.1	Curriculum	Web Programming
4.2	Skills	Ability to analyze and synthesize, programming skills

5. Conditions (where applicable)

5.1	Conduct of the course	Room with video projector
5.2	Conducting the seminar/laboratory	Room with video projector and computer equipment

6. Acquired specific skills

Professional skills	• Programming in high level languages. • Development and maintenance of computer applications. • Use of IT tools in an interdisciplinary context. • Using the theoretical bases of computer science and formal models. • Design and management of databases.
Transversal competences	- Applying the rules of organized and efficient work, of responsible attitudes towards the didactic-scientific field, for the creative capitalization of one's own potential, respecting the principles and norms of professional ethics. - Efficient development of activities organized in an inter-disciplinary group and development of empathic capacities for inter-personal communication, relationships and collaboration with various groups - The use of efficient methods and techniques for learning, informing, researching and developing the capacities to capitalize on knowledge, to adapt to the requirements of a dynamic society and to communicate in Romanian and in a language of international circulation.

7. The objectives of the discipline

7.1 The general objective of the discipline	►The discipline has as general objective the acquisition by students of the basic knowledge, methods and techniques regarding e-commerce and marketing, of the ways of implementation and adequate application to concrete situations of these methods and techniques.
7.2 Specific objectives	At the end of the course, the student will be able to: • to apply and implement the basic notions of e-commerce and marketing • Understand and master the tools specific to electronic commerce; • to establish links between the tools of classical marketing and that of the Internet environment; • know techniques for building or generating a website for a real company.

8. Contents

8.1. Course	Nr. ho	Teaching methods	Observations Resources

		urs		used
1	Fundamentals of modern marketing: the context of the emergence and promotion of marketing, the concept of marketing, marketing functions, domains and specializations of marketing.	4	lecture problematization debate individual themes group work Explanation Description and exemplification Demonstration Heuristic Conversation Exercise	computer projector
2	Information technology marketing. Information and communication technology market. Demand and supply ratio. The specificity of marketing in the IT&C field. The marketing mix.	4		
3	Cybermarketing - marketing in the virtual space offered by computer and communication networks. Planning, organizing and conducting cybermarketing activities. Creating and maintaining a site.	8		
4	The product life cycle online. Introducing the product on the Internet. Product stability, product decline, creation of new products. Internet payment methods. Advertising and publicity on the Internet.	8		
5	Dreptul de autor pe Internet. Protejarea drepturilor de autor. Legea semnaturii electronice si legea privind comertul electronic.	4		

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1. V. Balaure (coord.) – Marketing, Ed. Uranus, Bucureşti, 2003.
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3. E. Galvin , J. O'Connor - Marketing and Information Technology, Ed. Pitman, London, 2003.
4.Gh. Orzan, M. Orzan - Cybermarketing, Ed. Uranus, Bucureşti, 2006.
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6. Zinkan, George (2011). Advertising Research: The Internet, Consumer Behavior, and Strategy. Chicago: American Marketing Association. p. 33. ISBN 9781613112717
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9. Mostafa Hashem Sherif, Protocols for Secure Electronic Commerce, 2017
10. The Ultimate Guide to Digital Marketing https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf, 2020

8.2. Applications – Seminar / Laboratory		Nr. hours	Teaching methods	Observations Resources used
1	Introductory notions HTML5, CSS.	2	Explanation Description and exemplification Case study Exercise Problematization Individual themes Group work Debate	computer projector
2	Predefined instructions and functions in PHP	2		
3	MySql commands. Sharing PHP and MySql	2		
4	Creating an e-commerce website using php and MySQL	2		
5	Creating an e-commerce website using HTML5 and CSS	2		
6	Creating an e-commerce website using PrestaShop	2		
7	Creating an e-commerce website using WordPress	2		

Bibliography
1. V. Balaure (coord.) – Marketing, Ed. Uranus, Bucureşti, 2003.
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9. Corroborating the contents of the discipline with the expectations of the representatives of the epistemic community, professional associations and employers in the field related to the program

The competencies acquired within the discipline allow the graduates to use efficiently the notions of Computational Intelligence in solving the requirements related to the practice and research in the field of informatics.

10. Evaluation

Activity Type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percent of final grade
10.4 Course	Problem solving skills	Practical test (algorithms and problems)	30%
10.5 Seminar/ Laboratory	Solving the proposed problems Presentation and explanation of implementation	Laboratory activity Project	30% 40%
10.6 Minimum performance standard	Grades of at least 5 at the laboratory activity and at the final evaluation (solving 50% of the requirements); final grade minimum 5.		

Date of completion   Course holder   Laboratory holder
19.09.2023   Conf. univ. dr. Doru Anastasiu Popescu   Conf. univ. dr. Doru Anastasiu Popescu

Date of approval in the Department   Director Department (provider)   Director Department (*beneficiary)*)
19.09.2023   Conf.univ.dr. Doru CONSTANTIN   Conf.univ.dr. Doru CONSTANTIN