SYLLABUS

MK416E_0108_26

E-Commerce and Digital Marketing

ACADEMIC AREA :	**MARKETING AND NEGOTIATION**
PROGRAMME :	**PGE**
PERIOD :	**FALL**
COORDINATOR :	**Ms. Perrine TANGUY**
INSTRUCTOR(S) :	**Ms. Nathalie DUPUY** **Ms. Perrine TANGUY** **Ms. Sofia SALINAS VIEIRA**
CONTACT HOURS :	**15.0 hours**
STUDY TIME :	**75 hours hours (Class preparation, homework and assessments)**
CREDITS :	**2.0 ECTS**
AOL :	**NO**

PRE-REQUISITE MODULES :

None

MODULE DESCRIPTION :

This graduate-level module is designed to develop students' ability to design, manage, and optimise digital commerce performance across the full customer lifecycle in competitive online environments.
Structured around the Customer Journey framework (Awareness Consideration Conversion Retention Advocacy), the module connects each stage of digital commerce to concrete managerial decisions and measurable performance objectives. Students progressively build an integrated e-commerce strategy through applied case work, moving from market and revenue diagnostics through traffic acquisition, conversion optimisation, CRM, and customer retention.
The module focuses on the business logic of e-commerce growth: owned and organic digital channels, site performance and conversion, CRM and email strategy, customer lifetime value management, and strategic prioritisation. An opening perspective on emerging AI-driven commerce models — including agentic commerce — contextualises the module within the rapidly evolving digital landscape.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Connect physical and digital spaces through advanced technological, AI and Data literacy to steer activites and processes #ConnectSpaces

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Apply key e-commerce performance frameworks and digital metrics to diagnose a brand's digital situation and define strategic objectives.
2. Analyse the main digital acquisition and conversion levers — including SEO, CRM, UX, and conversion rate optimisation — and evaluate their relevance in a given business context.
3. Design a customer retention strategy by integrating CRM, post-purchase flows, loyalty mechanics, and LTV/CAC analysis to support long-term e-commerce profitability.
4. Evaluate and present a structured, data-informed digital strategy for a real brand, including a prioritised roadmap and KPI framework.

TOPICS COVERED :

• Digital commerce fundamentals: business models, market context, and performance metrics
• Revenue drivers: traffic, conversion, and average order value
• The customer journey as a strategic management framework
• Organic traffic acquisition and content strategy
• Customer relationship management and email marketing
• Website performance and user experience
• Conversion optimisation and experimentation
• Digital budget management and acquisition economics
• Customer retention, loyalty, and lifetime value
• Performance measurement and analytics
• Digital strategy: prioritisation, roadmap, and governance
• Emerging trends: AI-driven commerce and agentic commerce (opening perspective)

RESEARCH-LED TEACHING :

This module is informed by contemporary research in digital marketing, e-commerce strategy, and consumer behaviour. Students engage with selected academic articles and industry reports illustrating how strategic frameworks - including the customer journey model, LTV/CAC analysis, and conversion optimisation methodology - are applied to real business challenges. Research supports the development of evidence-based strategic thinking and analytical reasoning throughout the module.

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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TEACHING METHODS :

This module adopts an experiential pedagogical approach designed to progressively develop students' ability to analyse, diagnose, and apply digital commerce strategy frameworks to realistic business situations.

The module primarily mobilises the following teaching approaches:

• Interactive lectures and guided case analyses are used throughout the module to connect strategic frameworks to contemporary digital commerce practices, developing students' analytical and diagnostic competencies.

• Experiential learning through a semester-long applied brand project, in which student teams progressively build a complete digital strategy for a real company. Each session's frameworks are applied directly to the brand case, culminating in a final strategic presentation evaluated by the instructor, with feedback from the partner company integrated into the group grade.

• Collaborative problem-solving through team-based workshops, milestone check-ins, and peer sharing across sessions.

• Instructor-led discussion and critical analysis of real business scenarios, allowing students to evaluate strategic choices and trade-offs in digital commerce decision-making.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Group	Group project	40%		1, 2, 3, 4
Final	Individual	Final written exam	60%	2 Heures	1, 2, 3

Assessment 1 details:

Applied digital strategy project: group oral presentation during session 5

Assessment 2 details:

Written exam

ACADEMIC INTEGRITY :

Academic integrity at Rennes SB is about sharing a set of values and practices promoting intellectual honesty, trust, fairness, respect and responsibility in all aspects of learning, studying and researching. Upholding academic integrity is key to maintaining the reputation of the student and the ultimate value of Rennes SB Degrees. Students are expected to demonstrate these values when submitting assessed work.

Academic misconduct is defined as gaining or attempting to gain an unfair academic advantage for yourself or for others during formal assessments. The following are examples of academic misconduct:

· Cheating
· Plagiarism
· Falsification
· Gaining an unfair advantage
· Assisting others in committing academic misconduct, such as by using generative AI
· Falsification of records or official documents
· Unauthorised access to restricted information or data
· Unauthorised or unethical use of generative AI

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even exclusion from Rennes SB. To prevent unintentional academic misconduct, it is essential to read and comply with the Rennes SB Academic Integrity Policy for Assessments (available on RISE). Regarding use of AI in learning and assessment please consult your professor for specific instructions pertaining to this module.

BIBLIOGRAPHY :

Core textbooks:

• Chaffey, D., Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice (8th edn). Pearson Education.
• Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing (3rd edn). Kogan Page. 2019, 2nd edn, available at the Learning Center.

Key academic articles:

• Lemon, K.N. & Verhoef, P.C. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80(6), 69–96.
• Bozic, B. & Milijic, N. (2023). Developing a conversion rate optimisation framework for digital retailers. Journal of Marketing Analytics, 11(2), 233–243.
• Ali, N. & Shabn, O.S. (2024). Customer lifetime value insights for strategic marketing success and its impact on organizational financial performance. Cogent Business & Management, 11(1).

Emerging trends — agentic commerce:

• Mossaz, D. (2025). L'agentic commerce: quand l'IA prend les commandes du e-commerce. Journal du Net, 1 September 2025.

• Guérin, E. (2026). NRF New York: Google annonce le lancement de l'Universal Commerce Protocol. E-commerce Mag, 11 January 2026.
• Shopify (2026). Agentic Commerce: Benefits & How To Get Started. Shopify Blog. https://www.shopify.com/blog/agentic-commerce
• ARK Invest (2025). Big Ideas 2025. [Forecast: >25% of global e-commerce sales facilitated by AI agents by 2030]

Online resources:

• https://blog.hubspot.com/

• https://moz.com/blog (SEO)

• https://unbounce.com/blog/ (CRO)

• https://www.shopify.com/blog/topics/ecommerce

Additional Reading

MODULE PLAN SESSIONS :

Plan Session 01 :

Foundations of E-Commerce|
• Digital commerce landscape and business models
• Customer journey framework as the course backbone
• Revenue formula: Revenue = Traffic × Conversion Rate × Average Order Value
• Key performance indicators: business, marketing, and channel level
• Opening perspective: AI and agentic commerce — where is e-commerce heading?

Plan Session 02 :

Organic Traffic & CR|
• Traffic channel mix: owned, earned, and paid overview
• Search engine optimisation as a strategic business lever
• CRM fundamentals: audience building, segmentation, and data management
• Email marketing strategy: campaign planning and performance

Plan Session 03 :

UX & Conversion|
• User experience principles applied to digital commerce
• Conversion rate optimisation: methodology and key levers
• Experimentation and testing frameworks
• Digital acquisition budget management: CAC, ROAS, and profitabilit

Plan Session 04 :

Retention & LTV|
• Post-purchase experience and customer loyalty
• Customer Lifetime Value (LTV) and acquisition cost (CAC) analysis
• Automated communication flows: welcome, post-purchase, win-back
• Loyalty programme design and customer segmentation

Plan Session 05 :

Strategy & Presentations|
• Digital strategy synthesis: roadmap and prioritisation
• KPI frameworks and performance tracking
• Group project presentations (40% of grade)