

[A-3] COURSE SYLLABUS

Professor's Information	
Name	Muslimbek Rakhmonov
Affiliated University	Tashkent state university of economics

Course Information			
Course Name	E-Commerce marketing	Number of Lectures	13
Course Date	2021-09-06 ~ 2022-01-21	Course Language	English
Keyword	e-commerce, Shopify, Amazon FBA, Dropshipping, E-Commerce Marketing, Facebook Ads		

Course Description (100 ~200 words)	<p>This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation, marketing and advertising strategies. Also, the course includes practical stages of every ecommerce stages: product ideation, product research, supplier negotiation, branding, making online store, social media advertising, ppc advertising, shipping and logistics, scaling. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored. Students will build their own web presence and market it using an online platform (shopify, woocommerce) and marketplaces (Amazon, Etsy).</p>
Course Goals and Objectives (Approximately 100 words)	<p>Main goal of this course is to teach students how to start their online ecommerce business. Course objectives:</p> <ul style="list-style-type: none"> • Students will be able to build their own store • Students will be able to organize shipping process from China to US • Students will be able to research or create successful product to sell and scale
Textbook	<p>(The format : Title, Author/Editor, Publisher, Year of Publication) E-Commerce 2018, Global Edition, 14/E Kenneth C. Laudon, New York University 7 P a g e e Carol Guercio Traver ISBN-10: 1292251700 • ISBN-13: 9781292251707 ©2019 • Pearson • Paper, 912 pp</p>
References	<p> junglescout.com/blog shopify.com/blog foundr.com/blog </p>
Course Requirements and Grades	<p>Course doesn't require any experience. Grades will be based on the following weighting: Class participation 20% Team project 30% Final exam 50%</p>

Course Calendar	
Week	Main Content
Week 1	eCommerce Business models
Week 2	Ideation
Week 3	Product research
Week 4	Choosing the right supplier
Week 5	Building your store from scratch
Week 6	Logistics and shipping
Week 7	Facebook Ads
Week 8	Facebook Advertising: Advanced topics
Week 9	Influencer marketing for ecommerce
Week 10	PPC Advertisement
Week 11	Scaling
Week 12	eCommerce Finance
Week 13	Branding
Week 14	
Week 15	
Week 16	