

# AMEM09 E-BUSINESS & ONLINE BUSINESS

## UNIT-1 THE COMPANY'S DIGITAL STRATEGY AND ONLINE BUSINESS MODELS

- 1.1 In the first week of the course, you will get closer to the great changes that the use of technology has caused in the world through different examples.
- 1.2 In addition, you will recognize the different ways that a company has to enter the digital world according to its objectives.
- 1.3 Finally, you will know the different ways that a company can generate income through digital businesses.

## UNIT-2 CREATION OF A VIRTUAL STORE

- 2.1 In this second week of the course you will analyze the strategies to create a brand in the digital world.
- 2.2 You will also learn how to create a virtual store from scratch, step by step.
- 2.3 Finally, you will acquire tips so that the design of the site accompanies the e-commerce process in an appropriate way.

## UNIT-3 DIGITAL MARKETING

- 3.1 In this week, you will learn tips and techniques for using email as a marketing tool. In addition, you will identify techniques to position the business in the first positions in searches, especially Google.
- 3.2 Finally, you will learn strategies to optimize the use of social networks that enhance the business.

## UNIT-4 INTERNET ADVERTISING AND CONTENT MARKETING

- 4.1 In this fourth and final week you will be introduced to the general concepts of Internet advertising, such as banners, and the different ways of marketing.
- 4.2 In addition, you will know the different ways to carry out advertising campaigns on the most popular social networks.
- 4.3 Finally, you will analyze the two forms of advertising that Google has: Google Ads and Google AdSense.

### Reference Books:

1. Martin Ramos Monso, Teacher, Business faculty
2. Jorge Fajardo, Professor, Universidad de Palermo.