



Federation for **E**Ducation in **E**urope
Fédération Européenne Des Ecoles



EUROPEAN BACHELOR'S E-COMMERCE

Thanks to advances in digital technology, e-commerce has become a burgeoning economic sector offering a wealth of job opportunities.

There is high demand for B2B and B2C specialists with technical, sales, strategy, analytic and people skills. Moreover, the rapid increase in sales via mobile phones has led to the term 'm-commerce' and a range of associated careers prospects.

Following the clothes, culture and tourist industries, all sectors of the traditional economy are now developing an online presence. Given the strategic importance of e-commerce, those working in the sector can have significant salary expectations.

✓ CAREER DESTINATIONS

- E-Commerce Manager
- Online Marketing Manager
- Online Customer Relations Manager
- Digital Marketing Manager
- E-Commerce Consultant
- Digital Marketing Consultant
- E-Business Consultant
- Data Scientist
- Network Architect



KEY SKILLS

- Establish and implement a website indexing strategy
- Organise display advertising campaigns
- Conduct digital merchandising and adapt a website to its target customers
- Manage and optimise e-marketing campaigns
- Organise online customer loyalty schemes
- Manage brand awareness using social media
- Apply legal rules governing online sales
- Understand concepts linked to digital marketing, website and social media performance

Designed by experts and professionals in the field, the European Bachelor's in E-Commerce is hands-on and innovative. Based on the latest developments in the sector, it provides students with the skills needed to help a business gain an edge over competitors, boost brand awareness and target the right customers. Students acquire a range of analytical and operational skills needed for successful career growth.

EUROPEAN BACHELOR'S E-commerce

60 ECTS credits



Admission requirements

The European Bachelor's in E-Commerce requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

1 - Developing a Commercial Website and Managing Customer Relations

Based on two modules, this unit ensures students:

- understand the functionalities of a commercial website;
- understand technical aspects: website architecture, programming languages, navigation and hosting;
- are familiar with different media and their limitations;
- are comfortable with the different stages of a website development project;
- are familiar with well-known e-commerce platforms
- can gather information concerning visitors' profiles and behaviour;
- can conduct digital merchandising to optimise conversion rates;
- can organise online customer loyalty schemes;
- can ensure secure online transactions;
- can ensure high standards for order management and tracking.

4 - Professional Experience

A strong point of FEDE European Bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement, students acquire direct knowledge of the sector and invaluable experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

2 - Organic and Paid Indexing and E-Commerce Law

Based on two modules, this unit ensures students:

- can select customer-appropriate key words and integrate them into the website's architecture to optimise organic indexing;
- can produce high-quality content that ensures the website is ergonomic and easy to read and navigate;
- can manage links;
- can design and implement a strategy for encouraging customers to create accounts;
- can organise display advertising campaigns;
- can implement a sponsored links campaign;
- understand the legal rules governing online commerce.

5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

3 - Mobile Marketing and Performance Analysis

Based on two modules, this unit ensures students:

- can manage mobile applications to generate traffic;
- can draw on users' geographical locations to manage customer relations;
- can manage text messaging campaigns;
- are familiar with various platforms, their aims, positioning and functioning;
- can promote a commercial website using social media;
- understand digital marketing, website and social media performance concepts;
- can implement performance and site traffic tracking mechanisms and provide recommendations;
- can conduct technology intelligence.

6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:
<https://www.fede.education/fr/nos-diplomes/>