E-Commerce Strategies in Business Practice
(Course ID: 10512000, PO: „E-Commerce I“)

Content:
**General content:** E-commerce is a highly relevant field for almost all types of companies. However, the e-commerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies’ current and future potential and make suggestions for improvements and for addressing future trends.

**Specific content for SoSe 2020:** In the light of the Corona crisis, it becomes even more evident for small and mid-sized firms to develop an effective e-commerce strategy to persist. This also applies to respective firms in the Würzburg / Mainfranken area. In this class, students will choose a small or mid-sized firm and develop a suitable and forceful e-commerce strategy for that particular firm.

Goals:
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

Prerequisites:
The course is applicable to master degree students interested in digital marketing and e-commerce. Prior participation of the course “Digital Marketing I” is recommended but not required. An application to the course is mandatory (application details see below, course is limited to 12 participants).

Credits:
5 ECTS

Examination form:
Seminar paper in group work (ca. 15 pages/person)

Lecturers:
- **Course instructor:** Prof. Dr. Jana-Kristin Prigge ([jana-kristin.prigge@uni-wuerzburg.de](mailto:jana-kristin.prigge@uni-wuerzburg.de))
- **Course advisor:** Kevin Schwehm, M.Sc. ([kevin.schwehm@uni-wuerzburg.de](mailto:kevin.schwehm@uni-wuerzburg.de))

Key information:
- **Start date / Kick-Off:** Thursday, May 7th 2020, 8:30-10:30 (via Zoom)
- **Further dates:** May 14th, May 28th, June 4th, June 18th, July 16th 2020 (8:30-10:00)
- **Tutorials:** Regular meetings with course advisor (in groups)
- **Interim presentation of preliminary results:** Thursday, June 25th (8:30-10:30), 2020
- **Submission of paper:** Friday, July 24th, 2020

Application procedure:
- **Submission of application:** Please send your application no later than May 3rd, 2020 to: [digital-marketing@wiwi.uni-wuerzburg.de](mailto:digital-marketing@wiwi.uni-wuerzburg.de) (as a single document)
- **Content of application:** recent transcript of grades, CV, short letter of motivation
- **Information on admission:** Tuesday, May 5th 2020