Universidad de Navarra

Ecommerce (Gr.Marketing)

Guía docente 2026-27

INTRODUCTION

COURSE DESCRIPTION:

PART 1 (TXERRA PARDINAS)

During this part of the e-commerce course, you will learn the basics of relationship marketing for e-commerce:

- Model & Viability: Model definition, profitability, and basic unit economics
- Architecture & Platform: Design, structure, store, etc.
- Product, Cart & Checkout: Optimization
- Operations & Marketplaces: Logistics and marketplaces
- Analytics & Optimization: KPIs and CRO

PART 2 (ALEXANDER BLANCO)

During the second part of the course, you'll learn how to analyze e-commerce data and transform it into actionable business decisions using Power BI:

- Analyze sales performance and identify the main sources of revenue.
- Evaluate the performance of products and categories.
- Understand the impact of discounts, promotions and returns on profitability.
- Analyze customer behavior, purchase frequency and repeat purchases.
- Identify valuable customer segments and opportunities for loyalty and reactivation.
- Create clear visual reports to communicate business results.

ABOUT THE COURSE:

- **Degree**: Marketing
- **Module/Subject**: Module III: Markets and Consumers / Level 3: Applied Marketing
- **ECTS**: 3
- **Year, semestre**: 4º, 1º semester
- **Type of course**: Required, obligatoria
- **Instructors**:
  - **Txerra Pardinas:** Visiting professor, https://www.linkedin.com/in/txerrapardinas/?originalSubdomain=es
    - txerrapardinas@gmail.com
  - **Alexander Blanco:** PhD candidate, Marketing and Media Management Department, https://www.linkedin.com/in/alexanderblanco/
    - alex@unav.es
- **Language**: English
- **Lecture schedule**: Friday, 3-6pm (Aula 4)

LEARNING OUTCOMES (Competencies)

In English

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences typically demonstrated through the development and defense of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems, and solutions to both specialist and non-specialist audiences.

CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG4 - Apply marketing tools based on in-depth analysis and understanding of the functioning of markets and consumer behaviour.

CG5 - Apply leadership, teamwork, planning and time management skills to responsible decision-making and problem-solving in marketing.

CE13 - Knowing the principles of design and elaboration of integral marketing plans around the brands of companies and organisations.

CE14 - Apply analytical, strategic and creative thinking to the solution of marketing and commercialisation problems.

En español

CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

CG4 - Aplicar las herramientas del marketing a partir de un análisis y una comprensión profunda del funcionamiento de los mercados y del comportamiento de los consumidores.

CG5 - Aplicar las habilidades de liderazgo, trabajo en equipo, planificación y gestión del tiempo a la toma de decisiones responsables y resolución de problemas de marketing.

CE13 - Conocer los principios de diseño y elaboración de planes de marketing integrales en torno a las marcas de empresas y organizaciones.

CE14 - Aplicar un pensamiento analítico, estratégico y creativo a la solución de problemas de comercialización y marketing.

PROGRAM

Part 1 — Foundations & Strategy (Txerra Pardinas)

1. Model & Viability

- E-commerce fundamentals: origins, evolution and types (B2B, B2C, C2C, C2B)
- Ideas vs. opportunities: business models
- Market and competitive analysis (internal / external)
- Digital transformation in retail; in-demand roles and profiles
- Risks and advantages; basic unit economics and KPIs

Universidad de Navarra

2. Architecture & Platform

- UX/UI design and platform selection
- Site structure: home, categories, product pages, filters, cart, profile
- Platform paths: WordPress vs. dedicated e-commerce, no-code, Shopify /PrestaShop, Magento
- AI tools for content, image and 3D generation
- Content strategy, digital PR and social media
- Omnichannel and distribution models

3. Product, Cart & Checkout

- Information architecture; PDP and PLP optimization
- Paradox of choice
- Conversion factors and revenue drivers
- Upselling and cross-selling
- Customer satisfaction and engagement

4. Traffic Generation & Acquisition

- Paid vs. organic: pros/cons and funnel stages (ToFu / MoFu / BoFu)
- SEO for products and sectors; rich snippets; intro to GEO (AI-driven search)
- Affiliate marketing, social ads, display & retargeting
- CAC and LTV estimation
- Lead scoring, nurturing and buyer persona methodology
- Editorial planning: keyword hunting, content calendar (manual + AI)

5. Operations & Marketplaces

- Amazon: product analysis, vendors vs. sellers, catalog management
- Buy Box, PPC and Amazon SEO
- Logistics and distribution models

6. Analytics & Optimization

- Core business and behavioral KPIs
- Analytics tools implementation
- Behavioral economics principles applied to CRO
- Dashboards and reporting (GA4, Tableau, etc.)
- Testing and heatmap tools

Part 2 — Data-Driven Decisions in Ecommerce (Alexander Blanco)

1. Sales & Revenue Analysis

- Identifying key revenue sources and sales trends
- Product and category performance evaluation

2. Profitability Drivers

- Impact of discounts and promotions
- Impact of returns on profitability

3. Customer Behavior & Segmentation

- Purchase frequency and repeat purchase patterns
- Identifying valuable customer segments
- Loyalty and reactivation opportunities

4. Reporting & Visualization (Power BI)

- Building dashboards and visual business reports
- Communicating results to drive marketing decisions

EDUCATIONAL ACTIVITIES

1. Theoretical classes: 15h
2. Practical classes: 15h
3. Activities: 35h
4. Personal study: 10h

ASSESSMENT

CRITERIA TO PASS THE COURSE

Txerra 1st half (50%):

- 15% Tests (test 1 & test 2)
- 35% Final project

Alex 2nd half (50%):

- 50% group exercises (5 in total, 10% each)

EVALUATION IN THE EXTRAORDINARY CALL

100% individual final paper (same characteristics as 1st call).

OFFICE HOURS

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BIBLIOGRAPHY AND RESOURCES

- One Click: Jeff Bezos and the Rise of Amazon.com, Richard Brandt, 2012