COURSE: DIGITAL SALES & E-COMMERCE

In the course "Digital Sales & E-Commerce", students learn about multi-channel retail approaches, e-commerce business models, and digital marketplace concepts in the D2C, B2C, and B2B sectors.

Qualification targets:

- Understanding and analyzing multi- and omni-channel retailing
- Understand differences and synergies between the channels
- Develop relevant sales strategy incl. e-commerce biz models, market place concepts as well as point of sale

Contents:

- **Retail development:** Facts, figures and business models
- **Point of sale marketing: P**oint of experience & digital-instore-sales
- **Sales strategies** between multi-channel and omni-channel (B2C and B2B)
- **Digital Sales & e-Commerce** (with Global Case Studies - practical examples and international cases)

- **Strategic Foundations:** Understanding the roles, advantages, and trade-offs between own online shops and marketplace models across B2B and B2C contexts
- **Own Shop Success Factors:** Key setup choices (e.g., Shopify, WooCommerce), branding, conversion optimization, and global scaling strategies
- **Marketplace Deep Dive:** How to navigate Amazon, Alibaba, MercadoLibre & others – services, visibility algorithms, logistics integration, and localization o
- **B2B eCommerce Evolution:** Digitization of procurement, buyer journeys, platforms like Mercateo... Integration with ERP/CRM systems
- **B2C Growth Tactics:** Influencer strategies, server-side tracking, and personalization for conversion, social commerce,
- **Tech & Operations:** Overview of fulfillment, returns, cross-border logistics, and modular commerce tech stacks (PIM, OMS, headless CMS)
- **Future Trends:** AI in eCommerce, Web3 applications etc

Certificate degree:

Digital further education at university level—
our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

Organization

Lecturer: Prof. Dr. Dirk Funck, Sonja Mechling
Workload: 150 hours
Framework: (Online) lecture, discussions, exercises and case studies, guest speaker B2B-sales
Form of the exam: Case Study Presentation and Oral Exam
Course language: English