MODULE SYLLABUS

Academic Year 2026/27

MBA Programme · Elective module

Consumer Experience in the Digital Environment

MBA117 | Online

MODULE CODE **MBA117**	ECTS CREDITS **8**
PROGRAMME **MBA Programme**	MODULE TYPE **Elective module**
TERM **Fall**	DELIVERY MODE **Online**

GBSB GLOBAL BUSINESS SCHOOL

BARCELONA · MADRID · MALTA · ONLINE

MODULE AT A GLANCE

8	60%	22 h	18 h
ECTS CREDITS	PASSING GRADE	FORMATIVE	SUMMATIVE

1. Module Description

The objective of this unit is to expose students to the principles of consumer behaviour and consumer experience as a wholistic process and comprehensively analyze its use in innovative marketing strategies by assessing the link of consumer behaviour with emerging field of neurosciences and the associated technologies. The module comprehensively reviews the process of digital and physical product creation from design to launch considering consumers' needs, market development, and competitors' strategies. In this unit, students will acquire knowledge of consumer decision-making, human cognitions, and perception applied to consumers. Moreover, the unit will equip students with a deep understanding of the user's journey through leading research techniques and methodologies. Upon completion of this unit students will demonstrate capability to design and evaluate marketing strategies applying consumer behaviour, knowledge and skills of UX/UI in the digital marketplace and neuroscientific principles and will have the learning skills to allow continuation to study how emerging technologies and the area of neuroscience are fundamentally changing the way companies influence consumer behaviour.

NOTE: The content of this module is regulated by the Malta Further and Higher Education Authority (MFHEA).

2. Module Learning Outcomes

Competencies – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

a) Create a research-based diagnosis to problems in consumer behaviour, user experience and consumer decision-making by integrating knowledge from new or interdisciplinary fields such as digital marketing, automation marketing, neuroscience, and economics, and make judgements on prospects of success of a particular product (a good or a service), with incomplete or limited information;
b) Has the learning skills to allow continuation to study various digital consumer behaviour domains in a manner that may be largely self-directed or autonomous;
c) Take responsibility for contributing to professional knowledge and practice by evaluating how to use various consumer behaviour strategies in order to attract and retain customers and increase product attractiveness.

Skills – at the end of the module/unit the learner will have acquired the following skills:

a) Demonstrate capability in using knowledge and skills of consumer behaviour to holistically manage different functional areas within a traditional and digital business, starting from product requirements and marketing strategy to designing consumers loyalty programmes and ensuring recurrent sales;
b) Be able to adapt to the fast-changing global business environment by examining the challenges and trends associated with running different types of businesses such as purchasing behaviours, emerging of new sales platforms and techniques;
c) Demonstrate innovation and creativity in complex and unpredictable contexts to solve problems associated with customers' acquisition and retention;
d) Critically evaluate the benefits of integrating digital sales channels into the omnichannel marketing strategy of an organisation by analysing the purchasing behaviour of current customers and the attraction rate of new customers via digital sales channels.

3. Module Topics and Content

Week	Topics and Content	Engagement Activities	Formative Assessments
Week 1	***Session 1:*** ***Module Introduction -*** ***Introduction to (Digital) Consumer Behaviour*** -Consumer behavior and marketing strategy concepts -Applications in consumer behavior -Market analysis components -Consumer decision-making process -Difference between business and consumer markets	***Engagement activity 1:*** See section 4.3.1.	
	Session 2 ***Neuromarketing & Consumer Behaviour*** -Definition of neuromarketing -Functions of the brain - Uses of neuromarketing -Sensorial & Experiential neuromarketing		***Formative Assessment 1 – 25%*** ***Omnichannel Marketing*** See section 4.1.1.

Week	Topics and Content	Engagement Activities	Formative Assessments
Week 2	***Session 3*** ***Neuromarketing Research Methods & Implementation*** -Common research methods used for neuromarketing -Examples of studies and findings -How to use neuromarketing		
	Session 4 ***Consumer Psychology in Digital Environments*** -Psychological influences on consumer behaviors -Sociocultural influences on consumer behaviors -Influence of social media & influencers on consumers	***Engagement activity 2:*** See section 4.3.2.	
Live Session 1: Q&A session via MS Teams (link will be shared in VLE)			
Week 3	***Session 5*** ***Digital Transformation & Impact on Consumer Behaviour*** -Importance and market size of e-Commerce -e-Commerce changing consumer behavior		

Week	Topics and Content	Engagement Activities	Formative Assessments
	-Emerging trends, and challenges and opportunities associated with e-Commerce		
	Session 6 ***Consumer Segmentation & Persona Creation*** -Market segmentation concept -Criteria for effective segmentation -Segmentation strategies -Bases for segmentation -Targeting concept	***Engagement activity 3:*** See section 4.3.3.	
	Session 7 ***Mapping the Customer Journey*** -Key components -Creating a customer journey map -Common errors		***Formative Assessment 2 – 25%*** **Case Study/Research Project:** **10 Loyalty Program Examples to Emulate [+ One Bonus!]** See section 4.1.2.
Week 4	***Session 8*** ***E-Commerce and Omnichannel Marketing:*** -Omnichannel delivery of a consistent, personalized experience for shoppers -Omnichannel vs. Multichannel e-Commerce		

Week	Topics and Content	Engagement Activities	Formative Assessments
	-The role of e-Commerce in optimizing customer experience through omnichannel marketing -Omnichannel e-Commerce strategies and shopper retention, and sales conversions across all channels		
Live Session 2: Q&A session via MS Teams (link will be shared in VLE)			
Week 5	***Session 9*** ***Technical Challenges for Ecommerce*** -Internet requirements -Website development -Hosting consideration, -E-Commerce and mobile checkout sales -Usage of smartphones for online shopping changes in e-Commerce	***Engagement activity 4:*** See section 4.3.4.	
	Session 10 ***Marketing Automation and e-Commerce:*** -How leads and customers can be nurtured through marketing automation		
Week 6	***Session 11*** ***Customer Acquisition Strategies***		***Formative Assessment 3 – 25%*** ***Case Study Alibaba vs. Amazon FBA:***

Week	Topics and Content	Engagement Activities	Formative Assessments
	-Online purchase behavior -Channel planning -UX and e-Commerce -Revenue generation		See section 4.1.3.
	Session 12 ***Using CRM for Customer Loyalty*** -CRM: concept, objectives and capabilities -Process cycle for CRM: 4 phases -Customer mindset -Big data and marketing decision-making -Four Vs characteristics of Big Data -Categories and sources of Big Data	***Engagement activity 5:*** See section 4.3.5.	
Live Session 3: Q&A session via MS Teams (link will be shared in VLE)			
Week 7	***Session 13*** ***Online Loyalty Programmes*** -Point-based -Tiered -Perks -Subscription-based		

Week	Topics and Content	Engagement Activities	Formative Assessments
	-Hybrid-type loyalty programs		
	Session 14 ***Online Personalisation Strategies*** -Onsite products recommendations -Location, purchasing preferences as an approach to retain customers and incentivize recurrent purchases		
Week 8	***Session 15*** ***Digital Operations*** Why are digital operations leaders increasingly responsible for improving agility? Efficiency and automation of e-Commerce operations		***Formative Assessment 4 – 25%*** ***Usability of Shein Website*** See section 4.1.4.
	Session 16 ***The Functions Found Within Digital Operations:*** - Digital customer engagement center -Digital user acceptance testing (UAT and QA) -Agile, process and program management -Data, analytics, and tag management		

Week	Topics and Content	Engagement Activities	Formative Assessments
	-Digital operations for listening, sensing, and acting upon customer insights		
Live Session 4: Q&A session via MS Teams (link will be shared in VLE)			
Week 9	***Session 17*** ***Business Operations Functions & e-Commerce:*** -Affiliate networks and vendor management -Shopping carts and online payments -Inventory Management and logistics -Order fulfilment -Customer service		
	Session 18 ***e-Commerce Gamification Strategies:*** -Best practice examples -How gamification helps to keep customers engaged and hooked to an e-Commerce site		
Week 10	***Session 19*** ***Digital Marketing Strategies*** *-SEO* *-Paid advertising* *-Social media* *- Best practices*		
	Session 20 ***Outlook on Future Trends***		

Week	Topics and Content	Engagement Activities	Formative Assessments
	-Digital customer behavior and artificial intelligence -Machine learning and the development of e-Commerce. -Artificial Intelligence in advertising -Virtual Reality concept. Best practices to implement in marketing		
Week 11	**Submission of the Summative Assessment(s)**		

4. Module Assessment

The assessment of this Module consists of Formative and Summative assessment activities listed in the table 1 below:

Table 1:

Online Learning 100%	
Formative	*Summative*
22 hours	18 hours
Set Exercise/Case Study	Written Assignment (1500 words) – 40%
Project Output Formative Submission	Project Output (2500 words) – 60%

Prefinal grade is based on the Formative Assessment activities, and it is not a part of a module final grade. ***Students should have 50 points or more of the prefinal grade to be allowed to submit summative assessment activities which represent module final grade.***

Table 2:

Formative	Summative
Oral Assessment/ Online Participation: On a weekly basis, students will have to participate in a discussion forum, with questions covering the topics of the week. This will help students to be in contact with different perspectives due to the diversity of participation, as well as to develop proficiency in understanding and applying concepts and developing critical thinking.	
Set Exercise/Case Study: Students will be exposed to real case studies showing how the launch of e-commerce was or was not necessary as well as will solve cases associated with e-commerce customers acquisition challenges.	**Written Assignment:** In the first assignment students select a retail company that does not have an e-commerce site. In the assignment they should critically evaluate the benefits of integrating an e-commerce site into the omnichannel marketing strategy of this organisation by analysing the behaviour of current customers and advantages that e-commerce site can provide to them and a possibility for attracting new customers via digital channels, including proposing a strategy for e-commerce customers' acquisition.
Project Output Formative Submission: Students individually and select an existing e-commerce site for analysis. In the project they address the following aspects: 1) Analysis of existing e-commerce businesses and compare competitor e-commerce sites by looking at their customer journey, automation strategies, gamification initiatives, personalisation, customisation, etc. 2) Analysis of challenges and trends associated with running an e-commerce business in that specific industry such as the use of smartphones for online shopping, changing purchasing behaviours, and emerging technologies; 3) Current e-commerce loyalty programmes used by this site and its competitors.	**Project Output:** Each student individually prepares a set of recommendations to the owners of the e-commerce site analysed peviously where he/she should recommend: 1) Improvements in the area of customer journey, automation strategies, gamification initiatives, personalisation, customisation, etc.; 2) Actions needed associated with changing trends and technology; 3) Design of a new e-commerce loyalty programme and customer retention strategy.

The passing grade for the module is 60%

4.1. Formative Assessments:

4.1.1. Formative Assessment 1: Omnichannel Marketing

Percentage for the task: 25%

Name one well-known e-Commerce brand (website) that uses an omnichannel marketing concept to optimize the customer experience. Name the different touchpoints that make the platform relevant in terms of omnichannel marketing. Support your answers with screenshots of the touchpoints.

Students should demonstrate a good understanding of omnichannel marketing as an approach that focuses on delivering a consistent, personalised experience for shoppers across all channels and devices and examine the role of e-commerce in this experience.

Arial 11, PowerPoint or other presentation, 4 slides min, APA-style referencing.

Allocation of marks:

- Introduction to the company – ***10%***
- Omnichannel marketing concept used by the retail company – ***40%***
- Analysis of the touchpoints – ***40%***
- Conclusion – ***10%***
- Total Marks – 100%

4.1.2. Formative Assessment 2: Loyalty Programs

Percentage for the task: 25%

10 Loyalty Program Examples to Emulate

Read the following article: https://referralrock.com/blog/loyalty-program-examples/

-Describe and evaluate each of the loyalty programs described in the article.

-Find other types of loyalty programs (besides those listed in the article) that you can use for each loyalty example.

Students need to be able to critically examine the challenge of earning and keeping customer loyalty in e-commerce and outline approaches to designing a customer loyalty programme that encourages engagement and builds authentic connections.

Arial 11, Video upload with PowerPoint or other presentation, 4 slides min, APA-style referencing.

Allocation of marks:

- Definition of the types of loyalty programs– ***10%***
- Explanation about the different examples of loyalty programs used by the companies – ***40%***
- Description of alternative loyalty programs – ***40%***
- Conclusion – ***10%***
- Total Marks – 100%

4.1.3. Formative Assessment 3: How to Manage B2B Digital Operations

Percentage for the task: 25%

Case Study Alibaba vs. Amazon FBA

Alibaba.com is one of the biggest e-Commerce giants in the world. They mostly use drop shipping business models, B2B that has been successful in establishing multiple other e-Commerce platforms such as AliExpress, Shopify and more.

They use many automation techniques to optimize the processes for their customers in exporting products to different platforms.

On the other hand, Amazon FBA or Fulfillment by Amazon does the same thing, but in this case, you can stock merchandise in a stock house and interact with Amazon.

Question:

How would you suggest Amazon FBA automate their process to help clients avoid stocking costs to get a competitive edge over Alibaba?

Students should be able to analyze and explain about other business operations functions pertinent to consumer experience such as vendor management.

Arial 11, PowerPoint or other presentation, 4 slides min, APA-style referencing.

Allocation of marks:

- Introduction to Alibabas B2B business operations versus Amazon Fulfillment – ***20%***
- Types of automation techniques used by both – ***30%***
- Answer to the question – ***40%***
- Conclusion – ***10%***
- Total Marks – 100%

4.1.4. Formative Assessment 4: Usability Analysis

Percentage for the task: 25%

Visit the Shein international website: https://www.shein.com/ and answer the following questions:

-Analyze the home page of the website and the purchasing process.

-Identify the UX issues that might hinder the customer's conversion (e.g., load time, payment process, checkout, etc.), explain each issue, and make appropriate recommendations.

Students should be able to show a solid understanding of UX/UI, including issues and techniques as in-store/ on-website navigation, placement and visualisation of the product, accessibility of the product, website heatmapping.

Arial 11, PowerPoint or other presentation, 4 slides min, APA-style referencing.

Allocation of marks:

- Introduction to Shein and their website – ***10%***
- Analysis of the homepage & purchasing process – ***40%***
- Identification of UX and solutions – ***40%***
- Conclusion – ***10%***
- Total Marks – 100%

4.2. Summative Assessments:

4.2.1. Summative Assessment 1: Written Assignment – 40%

Task

Individually select a retail company that does not have an e-Commerce site. Critically evaluate the benefits of integrating an e-Commerce site into the omnichannel marketing strategy of this organization by analyzing the behavior of current customers and advantages that an e-Commerce site can provide to them and a new possibility for attracting new customers via digital channels, including proposing a strategy for e-Commerce customers' acquisition.

Objectives:

The objective of this assignment is to help the student develop critical thinking skills in implementing an omnichannel marketing strategy and integrating the e-Commerce site into an existing online platform to attract customers through the digital channel. In addition, the objective is also to help the student develop his or her mind to propose a relevant and appropriate e-Commerce customer acquisition strategy.

Guidelines:

- Arial Size 11
- APA referencing
- 1500 words

Allocation of Marks:

- Introduction – ***5%***
- Evaluation and identification of key issues faced by the retail company – ***20%***
- Market Analysis of the retail company – ***20%***
- Customer Acquisition strategies/recommendations – ***50%***
- Conclusion – ***5%***
- Total Marks – 100%

Evaluation Rubrics for both Summative 1 and Formative Assessments:

Criteria	Identification of Main Issues	Analysis	Solutions	Research	APA Structure and Format
	-Clear explanation of key strategic issues. -The problems, scope, and seriousness were identified in the discussions. -There was a well-focused diagnosis of strategic issues and key problems that demonstrated a good grasp of the company's present situation and strategic issues. -Effective Executive	-Logically organized, key points, key arguments, and important criteria for evaluating business strategies were easily identified. Critical issues and key problems that supported the Case Analysis were identified, analyzed, and supported.	-Specific recommendations and/or plans of action provided. -Specific data or facts were referred to when necessary to support the analysis and conclusions. -Recommendations and conclusions were presented and supported effectively.		-Proper organization, professional writing, and logical flow of analysis. APA formatting. -Logically organized, key points, key arguments, and important criteria for evaluating business logic are easily identified. -Key points were supported with a well-thought-out rationale based on applying specific concepts or analytical frameworks to the data provided in the case.

Criteria	Identification of Main Issues	Analysis	Solutions	Research	APA Structure and Format
	Summary. -Did not waste space summarizing information already found in the case.				-Proper grammar, spelling, punctuation, third person objective view, professional writing, and syntax.
0 to 60 pts	Identifies and understands a few of the issues.	Incomplete or no analysis of the issues	Little or no action suggested, and/or inappropriate solutions to all the issues.	Incomplete research and links to any readings.	Many errors and a lack of organization.
60 to 70 pts	Identifies and understands some of the issues.	Superficial analysis of some of the issues.	Superficial and/or inappropriate solutions to some of the issues.	Limited research and documented links to any readings.	There are more than occasional errors. Variety of formatting styles, with some inconsistencies throughout the paper.
70 to 80 pts	Identifies and understands most of the key issues.	A thorough analysis of most of the issues.	Appropriate, well-thought-out comments about solutions or proposals for solutions to most of the issues.	Good research and documented links to the material read.	There are occasional errors. Good skill level in formatting and organizing material in assignment. Above average level of preparedness, with few formatting errors.
80 to 100 pts	Identifies and understands all the fundamental issues.	Insightful and thorough analysis of all the issues.	Well-documented, reasoned and pedagogically appropriate comments on solutions or proposals for solutions to all issues.	Excellent research into the issues with clearly documented links to the course text and/or outside readings.	Writing is free of errors. Meets all APA standards. The formatting is excellent.
Grade					

4.2.2. Summative Assessment 2

Project Output – 60%

Task – e-Commerce Business Plan

Description: *Each student individually prepares a set of recommendations to the owners* of the e-Commerce site analyzed in groups where he/she should recommend:

1) Improvements in

- customer journey,
- automation strategies,
- gamification initiatives,
- personalization,
- customization, etc.;

2) Actions needed to be associated with changing trends and technology.
3) Design of a new e-Commerce loyalty program and customer retention strategy for the company.

Objectives:

Students are doing the project for them to be able to implement e-Commerce customer loyalty and retention strategies to an existing company in line with emerging trends and technology in the industry.

Guidelines:

- Arial, 11
- Referencing: APA
- 2500 words

Allocation of Marks:

- Give an executive summary **– 5%**
- Situational and market analysis of the business **– 20%**
  The challenges
  The competition
  The market positioning, etc.

- Improvement recommendations **– 40%**
  - Customer journey
  - Automation strategies
  - e-Commerce gamification strategies
  - e-Commerce personalization strategies

- Actions needed to be associated with changing trends and technology – **15%**
- Design of a new e-Commerce loyalty programme and customer retention strategy for the company – **20%**

Total Marks – **<u>100%</u>**

Evaluation Rubric for Summative Assessment 2

Criteria	Situation Analysis	Customer Journey	Automation Strategies	Gamification Strategies	Personalization Strategies	Actions for Changing Trends	Customer Loyalty Strategy
0 to 60 pts	Little or no detail provided on analysis and market forces impacting the business.	Customer Journey is missing, or, if identified, is weak in detail and specifics on the touching points are not provided. Does not seem appropriate given the product/service	The Automation Strategy is missing, or, if identified, is weak in detail.	Gamification strategy is missing or weak. Tactics are unclear and hard to understand.	Personalization Strategy is missing or weak. Tactics are unclear and hard to understand.	Very little detail was provided about changing trends and technology. No information was provided on actions to be taken	The Customer Loyalty Strategy is missing, or, if identified, is weak in detail and specifics on the range of loyalty activities implemented. Does not seem appropriate

Criteria	Situation Analysis	Customer Journey	Automation Strategies	Gamification Strategies	Personalization Strategies	Actions for Changing Trends	Customer Loyalty Strategy
		description.					given the customer journey map.
60 to 70 pts	Describes the market situation facing the business but the content is limited in content and scope.	The Customer Journey is identified but not described in enough detail to convey robust customer engagement for each touch point.	The Automation Strategy is identified but not described in detail to convey a strong and clear strategy.	Gamification Strategy is clear. Most of the tactics are clearly identified, but some detail on tactics is missing, or hard to understand.	Personalization strategy is clear. Most of the tactics are identified, but some details on tactics are missing, or hard to understand.	Some information about changing trends and technology. Actions to be taken were identified but limited in scope and detail.	The Customer Loyalty Strategy is identified but not described in enough detail to convey a robust retention strategy.
80 to 100 pts	A definitive assessment with lots of detail and key insights.	The Customer Journey is appropriately identified and described in detail including insights on each touch point	Automation Strategy is appropriately identified and described with clear identification of how the company will interact with the target audience through the automation channels.	The Gamification Strategy for managing and keeping customers engaged is thoroughly and clearly identified and reasoned. Sufficient detail about tactics is provided.	Personalization Strategy or strategies for differentiating each client and managing them are thoroughly and clearly identified and reasoned. Sufficient detail about tactics is provided.	Information about changing trends and technology. The actions to be taken were thoroughly and clearly identified.	The Customer Loyalty Strategy is appropriately identified and described with a range of programs and activities.
Grade							

4.3. Engagement Activities:

4.3.1. Engagement activity 1:

What are the key aspects of consumer behaviour? What impact do they have on online businesses?

Please answer these questions and write 100 to 150 words in the forum.

4.3.2. Engagement activity 2:

Influence of cultural difference on consumers

Watch this video about cultural differences: https://www.youtube.com/watch?v=2xJ_hbD4TQA

Describe why you think it´s important to understand the cultural context of consumers for the businesses.

If you don´t think so, explain about it.

-Individual task

-100 to 150 words

4.3.3. Engagement activity 3:

Create a Buyer Persona

Choose an ecommerce company of your choice, it should be small to medium company and have an English website. Create a buyer persona o several buyer personas that this company is catering for using the template provided. Upload a presentation with at least 3 slide to the VLE platform

-Individual task

4.3.4. Engagement activity 4:

Please open www.foodforhealth.ch

Assess the platform and answer the following questions:

-What attracts customers to certain technologies?

-Do the online channels used on the platform meet customers' needs?

-Does the company have the technology it needs to engage with its customers?

-What would you recommend the company do to overcome e-Commerce technology challenges?

- Individual task

-Write 100 to 150 words

4.3.5. Engagement activity 5:

Use Hubspot to create a workflow + landing page

-You will get free access with your student email to Hubspot. Choose a small to medium ecommerce company with an English website. Design a workflow with Hubspot, create a corresponding landing page.

Upload a presentation documenting the process and the completed landing page and workflow with screenshots.

-Individual task

5. Module Requirements

A. Core Readings List

1) Wang, X., & Lu, X. (2020). Understanding the Effects of Social Media on Consumer Experience: Evidence from a Natural Experiment. *Journal of Business Research*, 118, 252-265.
2) Shaikh, A. A., & Karjaluoto, H. (2021). Role of Social Media Influencers in Brand Loyalty and Purchase Intention. *Journal of Business Research*, 131, 357-368.
3) Chaffey, D. (2019). *User Experience Management: Essential Skills for Leading Effective UX Teams*. Kogan Page Publishers.
4) Hassenzahl, M., & Laschke, M. (2020). UX As a Brand Asset: Designing Delightful Experiences to Foster Brand Attachment. *Journal of Brand Management*, 27(3), 295-306.
5) Kim, J., & Kim, W. G. (2019). Exploring the Effects of Mobile Interface Design Elements on User Experience, Satisfaction, and Loyalty. *International Journal of Hospitality Management*, 76, 58-66.
6) Wedel, M., & Pieters, R. (2013). A Review of Eye-tracking Research in Marketing. *Review of Marketing Research*, 10, 123-147.
7) Plassmann, H., Venkatraman, V., Huettel, S., & Yoon, C. (2015). Consumer Neuroscience: Applications, Challenges, and Possible Solutions. *Journal of Marketing Research*, 52(4), 427-435.
8) Morin,C, & Renvoise,P. (2018). *The Persuasion Code : How Neuromarketing Can Help You Persuade Anyone, Anywhere, Anytime*. Wiley.
9) Karmarkar, U. R., & Plassmann, H. (2019). Consumer Neuroscience: Past, Present, and Future. *Organizational Research Methods*, 22(1), 174–195. https://doi.org/10.1177/1094428117730598
10) Murphy, E. R., Illes, J., & Reiner, P. B. (2008). Neuroethics of Neuromarketing. *Journal of Consumer Behaviour*, 7(4/5), 293–302. https://doi.org/10.1002/cb.252
11) Batat, W. (2019). *Experiential Marketing : Consumer Behavior, Customer Experience and The 7Es*. Abingdon, Oxon: Routledge.
12) Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). Managing the Total Customer Experience. *MIT Sloan Management Review*, 43(3), 85–89.
13) Smith, A. (2019). *Consumer Behaviour and Analytics: Data Driven Decision Making (1st ed.).* Routledge.
14) Harrell, E. (2019). Neuromarketing: What You Need to Know. *Harvard Business Review*, January.

B. Supplementary Reading List

1) Mills, J. (2018). *Shopify: The Complete Guide to Building an Amazing E-commerce Store and Making Money with Shopify!* Independently Published.
2) Lindstrom, M. (2010). *Buyology: Truth and Lies About Why We Buy*. Currency.
3) Lohr, S. (2015). *Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else.* Harper Business.
4) Barbasso, L., Tardivo, G., Viassone, M., & Serravalle, F. (2018). Neuromarketing in Customer Behaviour - Customers' Diencephalic and Mid-Brain Implications in Purchase Dynamics. In *Innovation and Capacity Building* (pp. 11-29). Palgrave Macmillan, Cham.
5) Lim, W. M. (2018). Demystifying neuromarketing. *Journal of Business Research*, *91*, 205-220.
6) Lee, N., Chamberlain, L., & Brandes, L. (2018). Welcome to the Jungle! The Neuromarketing Literature Through the Eyes of a Newcomer. *European Journal of Marketing.*
7) Abramah, P. (2020). *Shopify, Dropshipping and Blogging.* Independently Published.
8) Boysen, N., de Koster, R., & Weidinger, F. (2019). Warehousing in the E-commerce Era: A Survey. *European Journal of Operational Research,* 277(2), 396-411.
9) Ballestar, M. T., Grau-Carles, P., & Sainz, J. (2018). Customer Segmentation in E-commerce: Applications to the Cashback Business Model. *Journal of Business Research*, 88, 407-414.
10) Sastry, V. V. L. N. (2020). *Current Technologies Employed in e-Commerce Customer Service by Leading Players*. Idea Publishing.
11) Liu, G., Nguyen, T. T., Zhao, G., Zha, W., Yang, J., Cao, J., ... & Chen, W. (2016, August). Repeat Buyer Prediction for E-commerce. *In Proceedings of the 22nd ACM SIGKDD International Conference on Knowledge Discovery and Data Mining* (pp. 155-164).
12) Phillips, J. (2016). *Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy*. FT Press.

C. General Rules for Submitting Written Assignments

Prior to the assessment and grading, all homework assignments submitted via Virtual Learning Environment (VLE) are checked for plagiarism with the software embedded to the system. Before turning in the first assignment, each student must familiarize themselves with the Plagiarism Handbook in the VLE.

Written assignments should be typewritten and will only be marked and graded if they are submitted via VLE by the requested time. **Late submissions will not be accepted under any circumstances!**

Being virtually absent shall not be an accepted excuse for not submitting the required homework for the following session.

Technical issues: The VLE system works functionally well, and technical issues are almost non-existent. Failure to submit the assignment on a timely basis is typically a result of a misuse of the VLE instructions or simply a missed deadline.

In case a student experiences issues with the submission of a particular assignment, an email should be sent before the submission deadline to the lecturer (with a copy to the Academic Coordinator) along with the screenshot of the technical issue. Each case will be thoroughly investigated, and the ultimate decision will be made by the Academics Department about whether the homework should be accepted for evaluation and grading.

DOCUMENT CONTROL

VERSION	DATE	SOURCE DOCUMENT	CHANGE	REVIEW STATUS
2026.1	25/09/2026	Online Syllabus - Consumer Experience in the Digital Environment.docx	Migrated to the 2026 branded template; standard text fixes applied	Pending Head of Studies review