



E-Commerce and Digital Marketing

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What do we study about E-commerce?

- **WHAT ARE AN E-COMMERCE AND DIGITAL MARKETING?**
- **DIFFERENCE TYPE OF E-COMMERCE**
- **E-COMMERCE VS. E-BUSINESS**
- **PROCESS OF E-COMMERCE**
- **ADVANTAGE AND DISADVANTAGE OF E-COMMERCE**

E-commerce (Definition)

- TRADE + PRODUCTION**
- DEALING WITH CUSTOMER, WHICH SERVICE AND GOODS**
- FINALLY, REACH OUR CONSUMER.**
- MARKETING + ELECTRONIC**
- BUYING + SELLING + INTERNET**
- ALL ACTIVITIES ARE HAPPENED THROUGH ELECTRONIC TERM**

E-Commerce VS. E-Business

E-Commerce

Across organizational boundaries

Value with other

Commercial transaction

Digital system in the global scale

Bigger

E-Business

In a firm or an organization

Under the company control

Commercial transaction

Digital system in a firm

Smaller

**THANK
YOU**