

# ■ Homework 01 — Marketing Evolution

E-Commerce | L3 Bachelor | Semestre 6 | ISIAM Agadir

■■■ M. HARDOUCH Mohammed

■ Session 01

■ Due: Next session

- **Required reading:** Pelet, Jean-Éric — pages 10 to 25
- **Access:** <http://international.scholarvox.com>
- **Coming Up — Session 02:** Introduction to E-Commerce — We will define e-commerce, explore its history and ecosystem, understand its advantages and limitations, and discover current market trends.

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## ■ Submission Instructions

Submit your work on Moodle before the next session. Include your full name, group, and session number in the filename.

**Format:** PDF or Word document | **Platform:** Moodle → E-Commerce → Homework 01