E-Commerce Final Exam

Sessions 1–12 • Comprehensive Review • Exam Preparation

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 13: E-Commerce Case Study

Atlas Artisan Case

Applied all 12 sessions to a Moroccan argan cosmetics company launching e-commerce from Agadir

Strategy Built

D2C + B2B + marketplace model, WooCommerce platform, COD/CMI payments, Instagram marketing

Key Lesson

E-commerce success requires integrated decisions across model, platform, marketing, and technology

Group Work

Teams analyzed model selection, marketing plans, technical infrastructure, and financial projections

Session Objectives

01 Consolidate all knowledge from Sessions 1 through 12 for the final exam

02 Review the complete e-commerce value chain: strategy, platforms, technology, and marketing

03 Understand the exam structure, question types, and grading criteria

04 Practice applying concepts to real-world Moroccan e-commerce scenarios

05 Prepare confidently for the final exam worth 50% of the course grade

Agenda: Sessions 1-6 Review → Sessions 8-12 Review → Exam Format → Morocco Focus → Final Preparation

Foundations and Models (Sessions 1-6)

The first half of the course built your theoretical foundation — from marketing evolution through e-commerce models and the technical infrastructure needed to launch an online store.

Session 1: Marketing Evolution

Traditional to digital to data-driven marketing — the connected consumer, digital channels, Morocco context

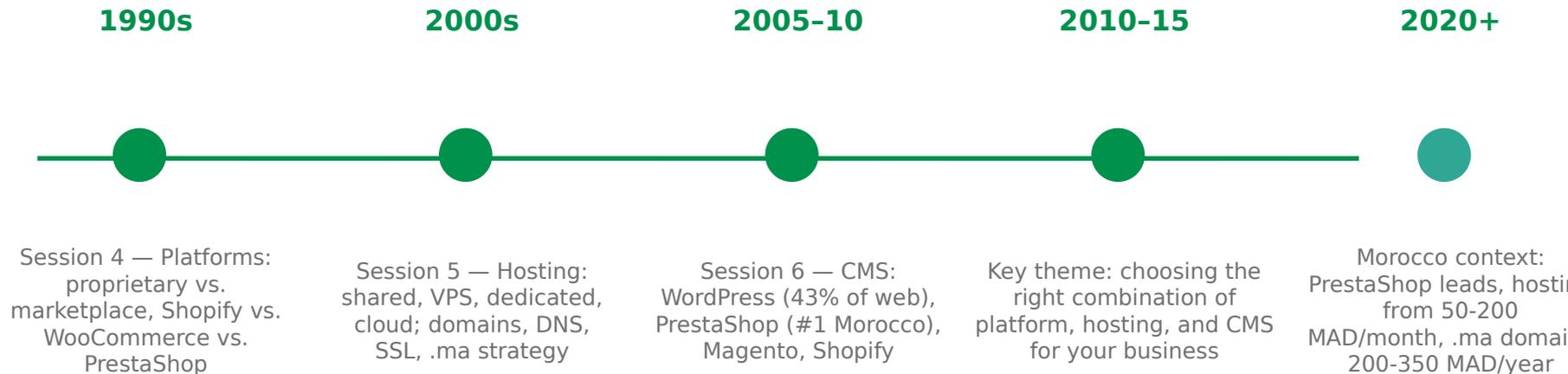### Session 2: E-Commerce Introduction

Definition, $6.3T market, history from EDI to AI, ecosystem players, advantages, limitations, trends

Session 3: E-Commerce Models

B2B, B2C, C2C, D2C — audience, sales cycle, revenue, marketing approaches, Morocco examples

Technical Foundations (Sessions 4-6)

1990s	2000s	2005–10	2010–15	2020+

Session 4 — Platforms: proprietary vs. marketplace, Shopify vs. WooCommerce vs. PrestaShop

Session 5 — Hosting: shared, VPS, dedicated, cloud; domains, DNS, SSL, .ma strategy

Session 6 — CMS: WordPress (43% of web), PrestaShop (#1 Morocco), Magento, Shopify

Key theme: choosing the right combination of platform, hosting, and CMS for your business

Morocco context: PrestaShop leads, hosting from 50-200 MAD/month, .ma domain 200-350 MAD/year

Sessions 1-6 gave you the WHAT and WHY — Sessions 8-12 showed you the HOW

Key Numbers to Remember

$6.3T

Market Size
Global E-Commerce

43%

of All Websites
Use WordPress

73%

of E-Commerce
Is Mobile

$1.8B+

Morocco E-Commerce
Market Size

Building Online Stores (Sessions 8-10)

Session 8 / WordPress

Session 9 / WooCommerce

Practical Skills

Session 10 / Shopify

Sessions 11-12 / Security & Trends

These sessions taught you to build, secure, and future-proof a professional e-commerce store

Sessions 8-10 in Detail

Session 8: WordPress

Architecture, themes, plugins, dashboard, essential plugins (Yoast SEO, WPForms, Elementor)

Session 9: WooCommerce

Product management, payment gateways, shipping zones, tax setup, order management workflow

Session 10: Shopify

SaaS model, themes, app store, payments (Shopify Payments), pricing plans, WooCommerce comparison

Key Comparison

WooCommerce: free, flexible, self-hosted; Shopify: paid, easy, hosted — know when to use each

Morocco Platform Context

- WooCommerce preferred for budget-conscious Moroccan SMEs
- Shopify growing among Moroccan brands targeting international markets
- PrestaShop still #1 for pure e-commerce in Morocco
- Local agencies in Casablanca and Agadir support all three platforms
- Platform choice depends on budget, skills, catalog size, and target market

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Sessions 11-12 in Detail

Session 11: Security & Trust

SSL/HTTPS, payment gateways, PCI DSS, 3D Secure, CNDP (Law 09-08), GDPR, fraud prevention

Session 12: Trends

Mobile commerce (73%), social commerce ($1.2T), AI personalization, omnichannel, BNPL, live commerce

Key Theme

Security builds trust, trust drives sales — and staying ahead of trends ensures long-term success

Morocco Security & Trends

CMI gateway with 3D Secure for payments • CNDP compliance mandatory for all businesses • Instagram leads social commerce • WhatsApp is #1 customer service channel

Final Exam Format

Exam Weight

The final exam counts for 50% of your course grade — this is the most important assessment

Question Types

Multiple choice, short answer, comparison questions, and a comprehensive case study analysis

Scope

All content from Sessions 1 through 12 — textbook pages 10 to 200, all slides and key takeaways

Difficulty

Harder than the midterm — expect deeper analysis, multi-concept integration, and applied scenarios

Key Insight: The final exam rewards students who can CONNECT concepts across sessions. Model choice affects platform, which affects hosting, which affects security — show this thinking.

Study Checklist: Sessions 1-6

Session 1
Marketing eras, traditional vs. digital, connected consumer, data-driven marketing, Morocco digital

Session 2
E-commerce definition, history (EDI to AI), ecosystem, advantages/limitations, $6.3T market

Session 3
B2B, B2C, C2C, D2C — characteristics, platforms, revenue, marketing, Morocco examples

Session 4
Proprietary vs. marketplace, platform features, selection criteria, Moroccan platforms

Session 5
Hosting types, domain names, DNS, SSL certificates, .ma domains, Morocco hosting costs

Session 6
WordPress, PrestaShop, Magento, Shopify — features, comparison, CMS selection criteria

Study Checklist: Sessions 8-12

Session 8
WordPress architecture, themes, essential plugins, dashboard navigation, content management

Session 9
WooCommerce setup, product types, payment gateways, shipping zones, tax, order workflow

Session 10
Shopify plans and pricing, themes, apps, Shopify Payments, WooCommerce vs. Shopify trade-offs

Session 11
SSL/HTTPS, PCI DSS, 3D Secure, CNDP Law 09-08, GDPR, fraud detection, trust signals

Session 12
Mobile commerce 73%, social commerce $1.2T, AI personalization, omnichannel, BNPL, live commerce

Session 13
Atlas Artisan case study — integrated strategy combining model, platform, marketing, and technology

Sample Exam Questions

Conceptual
Explain how the evolution from traditional to digital marketing created the conditions for e-commerce growth

Comparison
Compare WooCommerce and Shopify for a Moroccan fashion brand — justify your recommendation

Technical
Design the security and payment infrastructure for a Moroccan e-commerce store serving EU customers

Case Study
A Moroccan cooperative wants to sell saffron online — recommend model, platform, marketing, and logistics

The best answers connect multiple sessions: model choice drives platform, which drives hosting and security

Final Exam — Preparation Strategy

BENEFITS	CHALLENGES
✔ Review all 12 session slides — focus on key takeaways and comparison tables	✘ Do not memorize without understanding — the exam tests application, not recall
✔ Re-read textbook pages 10-200 — exam questions draw from both slides and readings	✘ Do not skip Sessions 8-12 — the final exam covers practical skills more than the midterm
✔ Memorize key statistics: $6.3T market, 73% mobile, 43% WordPress, 60%+ COD Morocco	✘ Do not forget security and legal compliance — CNDP, GDPR, SSL, PCI DSS
✔ Practice cross-session connections: model → platform → hosting → CMS → security	✘ Do not write vague answers — always use specific platforms, numbers, and real examples
✔ Prepare Morocco-specific examples for every major topic and comparison	✘ Do not ignore trends — mobile, social commerce, AI, and omnichannel are exam topics
✔ Review the Atlas Artisan case study — the final exam case will follow a similar structure	✘ Do not panic — you have the knowledge from 13 sessions of preparation
✔ Form study groups and quiz each other on concepts and applications	✘ Do not leave any question blank — partial answers earn partial credit

Final Review: Morocco E-Commerce

50%

Final Exam
Weight in Grade

1-12

Sessions
Covered

10-200

Textbook Pages
to Review

Morocco Must-Know Facts

- Jumia.ma leads B2C — know its model, strengths, and role in Moroccan e-commerce
- Avito.ma leads C2C with 10M+ monthly visits — electronics, vehicles, and real estate
- COD at 60%+ — low card penetration and trust issues explain cash dominance
- CNDP (Law 09-08) is mandatory — know what it requires for e-commerce businesses
- Morocco Digital 2030, CMI gateway, .ma domains, local hosting, PrestaShop dominance

Exam Day Strategy

1. Read Everything First

Read all questions before writing — identify which ones you are most confident about

2. Manage Your Time

Allocate time proportionally to point values — do not spend 40 minutes on a 5-point question

3. Show Connections

Link concepts across sessions — model choice affects platform, hosting, payments, and marketing

4. Be Specific

Use real examples: Jumia, Avito, PrestaShop, WooCommerce, CMI, CNDP — not vague generalities

Course Synthesis: The Big Picture

Strategy Layer

Marketing evolution, e-commerce models (B2B/B2C/C2C/D2C), platform and marketplace selection

Technology Layer

Hosting and domains, CMS (WordPress/PrestaShop/Shopify), WooCommerce setup, plugin ecosystem

Operations Layer

Payment gateways (CMI/Stripe), logistics (COD/Amana/DHL), security (SSL/CNDP/GDPR/PCI DSS)

Future Layer

Mobile commerce, social commerce, AI personalization, omnichannel, BNPL, and Morocco Digital 2030

💡 Key Takeaways

1 This course covered the complete e-commerce journey: from marketing theory to building a live online store

2 The final exam tests your ability to integrate concepts — model, platform, technology, and marketing together

3 Morocco-specific knowledge is essential — COD, CMI, CNDP, .ma domains, Jumia, Avito, and Digital 2030

4 Use specific examples and real data in your answers — show that you can apply theory to practice

5 You have the knowledge from 13 sessions — prepare well, stay confident, and good luck on the final exam!

Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*
Author: Pelet, Jean-Eric | Publisher: Dunod (2018)
Pages: 10 to 200
Access: http://international.scholarvox.com

Thank You!

This concludes the E-Commerce course. Review all materials for the final exam. Best of luck in your future e-commerce endeavors!

Thank you | Questions? | See you next session!