

**MAKERERE UNIVERSITY BUSINESS SCHOOL
MASTER OF BUSINESS ADMINISTRATION**

COURSEWORK ASSIGNMENT

Course Name : e-Commerce

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GENERAL INSTRUCTIONS

This group assignment is aimed at helping you understand a topic on e-commerce that you are undertaking this semester. You are required to write while citing sources using the APA format. DO NOT COPY AND PASTE. Your work will be subjected to anti-plagiarism test and if found guilty, the university rules will apply.

The final product of this assignment is a publishable research paper. You will also present your paper during the lecture and be assessed.

This assignment carries 40 marks

Submit your full paper and presentation by 5:00PM Wednesday 3rd, July 2024 via submission link: <https://mubsep.mubs.ac.ug/mod/assign/view.php?id=46001>. Late submission will be penalized.

GROUP IV

PAPER ON SEARCH ENGINE OPTIMIZATION (SEO) FOR E-COMMERCE

Introduction

Write three pages of literature review on the history of Search Engine Optimization while highlighting the following

- When did Search Engine Optimization start and why?
- How are businesses using Search Engine Optimization for competitive advantage?
- How is Search Engine Optimization being applied by e-Commerce platforms to help customers access goods and services?
- What challenges have Ugandan businesses faced in using Search Engine Optimization?

Methodology

Write two pages on systematic literature review and show how you used it to prepare this paper

Write a one-page literature review on case study research methodology

Findings

Present your findings on how e-commerce companies are using Google and other analytics to foster their business

The eBay

Which Search Engine Optimization tools is eBay using to improve customer experience?

How is eBay using Search Engine Optimization and related tools?

How effective is the application of Search Engine Optimization by eBay?

The case of Jijji Uganda

Which Search Engine Optimization tools is Jijji using to improve customer experience?

How is Jijji using Search Engine Optimization and related tools?

How effective is the application of Search Engine Optimization by Jijji Uganda?

A comparative study of eBay Vs. Jijji

Use a matrix analysis method to show the differences between eBay and Jijji Uganda in terms the Search Engine Optimization tools used, application strategies, technologies, effectiveness, and any other metrics necessary.

Conclusion and recommendations

Prepare a two pages conclusion and recommendations for effective application of Search Engine Optimization tools by e-Commerce companies.

References

All cited sources should be listed here using APA format

Presentation

Prepare a two hours PowerPoint presentation from your paper above