

TNT511e E-Commerce and Website Internationalisation and Localisation

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

TNT511 E-Commerce and Website Internationalisation and Localisation introduces students to two important concepts in digital marketing: internationalisation and localisation. Internationalisation is a process of designing a product, service or content in such a way that it can be adapted to different languages and markets without requiring major engineering changes. Internationalisation precedes localisation, a process of adapting a product, service or content to a different language spoken in the target market. In this course, students will learn basic concepts of localisation, including workflows, roles and tools, and understand the importance of cultural adaptation and engaging language. Transcreation will be an important strategy of localisation for digital marketing. In addition, students will acquire technology skills including core web abilities and computer programming languages. At the end of the course, students will apply these skills, together with their knowledge of language and culture, to developing localised web stores or websites that can effectively connect with customers in a specific market or region.

Topics:

- Internationalisation and localisation: Unpacking the ‘What’ and ‘Why’
- Localisation and Digital Marketing: Exploring Similarities, Differences and Inter-Connectedness
- Fundamentals of Internationalisation: Understanding Key Concepts, Challenges and Industry Best Practices
- The Process of Localisation: Uncovering Key Considerations and Key Work Stages
- Geopolitical Assessments: Surfacing and Managing Risks and Latent Issues
- Cross Cultural Design and Transcreation: Knowing When We Need to Go Beyond Translation
- Web Design Principles: Engaging with Human-Centred Design
- Language Adaptation: Translating Meanings Not Just Words for Different Internet Communities
- Graphic Adaptation: Recognising and Embedding Cultural Values in Visuals
- Cultural Adaptation: Creating Intuitive Experiences for Local Users
- Evaluating Localisation Efforts: Prototyping and User Testing
- Localisation Software: Process Optimisation using Technology

Textbooks:

Senongo Akpem: Cross Cultural Design A Book Apart
ISBN-13: 9781937557867

Learning Outcome:

- Differentiate internationalisation and localisation
- Design the workflow of localisation project
- Combine digital marketing and translation to formulate a marketing strategy
- Propose cultural adaptation strategy for e-commerce
- Construct a localised website/web store
- Test the website/web store among the target users
- Modify the website/web store after users' feedback

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
Total		100