

ATEC6376 - E-Business Environment Design

[ATEC 6376](#) E-Business Environment Design (3 semester credit hours) Students in this course will analyze underlying changes in societal structures fueled by a web-based economic environment, apply the effect of these societal paradigms to marketing, examine the effect of technology-driven societal structures on the workplace, and explore how the optimization of e-marketing and e-business environment designs can be used to create sustainability strategies. May be repeated for credit as topics vary (9 semester credit hours maximum). (3-0) T