

IMS6314 - Global E-Business Marketing

[IMS 6314](#) Global E-Business Marketing (3 semester credit hours) This course aims at preparing the students for managing global e-business activities within the framework of accelerated trends for globalization. International aspects of e-business have become more important due to the variables in legal and regulatory regimes, the state of the communications infrastructure and differences in culture; including language and perception of the benefits of the Internet. Students will be prepared to understand the worldwide unevenness in the adoption and use of e-business globally and develop ability to customize and personalize the Internet experience to use at their employment in the field. Prerequisite: [MKT 6301](#). (3-0) T