MKT 4336 - E-Retailing

MKT 4336 E-Retailing (3 semester credit hours) The course provides a review of online sales strategies of products and services through web stores, auction sites, and other virtual platforms. Students will gain a familiarity with successful and emerging web and mobile retailing strategies and understand the impact of those strategies on overall retail sales and the organization's omnichannel strategy. The customer journey will be discussed along with measurement tools to be used for measuring and understanding customer behavior. Prerequisite: MKT 4330. (3-0) Y