MKT 4351 - Business and the Digital Environment

MKT 4351 Business and the Digital Environment (3 semester credit hours) This course will expose students to a variety of business issues that have arisen relative to the digital revolution. Companies have been forced to change the way they do business, sell products, distribute products and reach consumers. Students will explore a series of business cases that address overcoming and adapting to disruptive technology, product development, business strategy, managing creative organizations, innovation, intellectual property development, and entrepreneurship. Students will participate in a real life business simulation by developing a business plan or business case for a new start up, product or service in this digital economy. Prerequisites: FIN 3320 and MKT 3300. (3-0) Y