

Mktg 672: Buyer Behavior and E-Commerce Strategies

The purpose of this course is to emphasize issues of electronic commerce as they affect buyer behavior and the development of an effective marketing strategy. Particular emphasis will be placed on research and measurement of emerging issues in the field.

3 Credits

Instruction Type(s)

Seminar: Seminar for Mktg 672

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

