

Mktg 672: Buyer Behavior and E-Commerce Strategies

Marketing

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](#)

