

Mktg 361: Retailing and E-Commerce

[Marketing, Analytics & Prof Sales](#)

This course introduces students to the basic concepts of retailing and e-commerce. Subjects covered include the structure of retailing, analysis of the retail consumer, franchising, supplier relationships, location planning and analysis, store design and visual merchandising, as well as legal and ethical issues in the retail and e-commerce environment.

3 Credits

Prerequisites

- Pre-requisite: 54 Completed Hours.

Instruction Type(s)

- Lecture: Lecture for Mktg 361
- Lecture: Compressed Video for Mktg 361
- Lecture: Web-based Lecture for Mktg 361

Subject Areas

- [Retailing and Retail Operations](#)
- [Marketing/Marketing Management, General](#)

