

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

- <u>Retailing and Retail Operations</u>
- Marketing/Marketing Management, General

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.

