

BUAD 360: RETAIL, SERVICES & INTERNET MKTG

Offered online only. Past, current, and developing trends in retailing, services marketing, and the Internet as a customer interface are examined in this course. Emphasis is on consumer interaction issues such as customer service, customer satisfaction, and experiential marketing. Practical application is provided through a retail/service consulting project.

Offered as needed.

Credits: 3

Prerequisites:

BUAD 230

Department: [Business](#)