

E-commerce & Digital Marketing

Today, the effect of the Internet and IT technologies on business and organizations is more profound. This course provides an introduction to both the theory and the practice of e-commerce and digital marketing. By the end of the class, student will be able to fully understand how the digital economy works and to develop the critical insights necessary to succeed in e-commerce, digital, and social media marketing. This course includes topics such as internet trends and online consumer behaviour, internet technologies, AR/VR technologies, web development fundamentals, business plan for e-commerce, SEO, mobile marketing, social media marketing, etc. Teaching format includes lectures and discussions, guest speaker, case studies, homework, and Internet research.