# CMIS 543. DIGITAL CUSTOMER EXPERIENCE.

Credits: 3

Offered by: Technology & Innovation (School of Continuing Studies)

This course is not offered this catalogue year.

## Description

Covers the fundamental techniques for understanding, analyzing and optimizing customer experience on digital platforms. Explores best practices in designing and optimizing conversion actions in an online business. Management of customer data and confidentiality.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

Launch Visual Schedule Builder