# MRKT 672. INTERNET MARKETING ANALYTICS.

Credits: 1.5

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

## Description

What makes internet marketing different? Introduction to internet marketing - search engine optimization. Inbound marketing - search advertising and privacy concerns. Online tracking and privacy issues.

- Prerequisite(s): (INSY 660 OR INSY 662 OR Instructor's approval) AND (MGSC 660 OR MGSC 661 OR Instructor's approval)

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 (https://vsb.mcgill.ca/vsb/criteria.jsp)