

# RETL 409. DIGITIZATION OF RETAILING.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

## Description

Exploration of digital retailing models such as e-commerce marketplace, freemium, and peer-to-peer two-sided marketplace. Examination of how digital technology is driving innovation in these models, and how the models can improve competitiveness, operational efficiency and customer satisfaction.

- Prerequisite: MGCR 352

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