

RETL 637. INNOVATIVE RETAIL TECHNOLOGY

Credits: 3

Offered by: Management (Graduate Studies)

Terms offered: Summer 2025

View offerings for Summer 2025 in Visual Schedule Builder.

Description

Examination of the value of computer vision (i.e., “visual listening”) and Internet-of-Things (IoT) in retail setting, including basic personalization and targeting retailing strategies, and designing IoT strategies and assessing the impact of technologies on business outcomes as well as the ethical and privacy implications.

- Restrictions: Open only to Master's students within the Desautels Faculty of Management
- **Due to the intensive nature of this course, the standard add/drop and withdrawal deadlines do not apply. Add/drop is the second lecture day and withdrawal is the third lecture day.

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

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