

MKTG 303: **E-commerce and Web Site Design**

An examination of the ground rules for competitive survival in the new market space of electronic commerce, including the electronic channels or well-designed Web sites and their impact on small and large business entities. Emphasis will be placed on analyzing information and applying graphic design techniques to develop effective Web pages for on-line business. Topics include e-commerce, navigation, security issues, networks, business models, and an overview of Web design and development tools.

Credits:

3

Program:

Business Administration