
2024-25 ACADEMIC COURSES

BMG 155 : BUSINESS ON THE INTERNET

In this course, students will explore ways businesses are leveraging Internet technologies and tools in marketing and operational strategies. Students will learn the history of the Internet and the evolution of e-commerce. Other topics will include terms and strategies related to online retailing, advertising, social media, business operations, new ventures and emerging technologies. Level I Prerequisite: Academic Reading and Writing Levels of 6

Level I Prereq: Academic Reading and Writing Levels of 6

Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 05/16/2025 Information is subject to change without notice.