

## MKT 9764 INTERNET MARKETING & GLOBAL BUSINESS

Semesters offered: Fall & Spring

Credits: 3.0

### LEARNING GOALS

\* We will focus on developing a high-level understanding of the complex global digital marketing landscape. We will examine how companies are strategically developing online marketing programs to adapt to consumer behavior, global markets and internet consumption patterns.

### SKILLS GAINED

- \* Written Communication
- \* Teamwork
- \* Information Literacy

### TYPES OF ASSIGNMENTS

- \* Course Discussions
- \* Current Topic Debates
- \* Case Study Analysis
- \* Presentations



### BUSINESS PROBLEMS ADDRESSED

- \* What challenges do global marketers face today as consumer behavior continues to evolve?
- \* How has information technology created a fertile ground for the emergence of commerce on the Internet?
- \* What institutional parameters are required to form an efficient market for commerce on the Internet to flourish? How are firms using the new medium/market to reconstruct their value chain and create/sustain competitive advantage?

### A TYPICAL CLASS

\* Our focus will be on discussing and analyzing cases from the perspectives of global digital marketing/business leaders. Over the last decade, marketing has grown in importance and it is a critical business driver that penetrates all aspects of the business. This course will emphasize real-life examples rather than theories. Through readings, case studies and hands on group projects, students will build a strong understanding of the challenges facing leaders.

### PROFESSOR BIO



Prof. Linda Gharib

Linda Gharib teaches a variety of digital marketing and global business courses at the Zicklin Business School. She also serves as the Director of Marketing Communications for leading B2B software solutions provider Wolters Kluwer where she leads all media relations, branding and marketing automation efforts for the Legal & Regulatory business. Linda also held several marketing leadership roles at Citigroup and Microsoft where she worked with brands such as Procter & Gamble, Kraft, Macy's, and Delta Airlines.

Linda is passionate about developing the next generation of marketing leaders and has served on the Board of Directors of 212 NYC Interactive and led the first digital industry-wide mentoring program in partnership with the Internet Advertising Bureau. Linda holds a B.A. from Hunter College and an M.B.A. from the Zicklin School of Business.