DBUS 3090 DIGITAL CHANNEL STRATEGIES – Fall 2026

Lecture: Tuesday/Thursday Class 6:30 pm– 7:50 pm, FRLD 456

COURSE DESCRIPTION (3 hrs.):

Students will examine emerging digital technologies and its impact on consumer experience. Emphasis on exploration of new technologies (e.g., blogs, Customer Relationship Management) and critically evaluating their influence particularly on merchandising and hospitality management strategies.

OBJECTIVES: The main objective of this course is to provide strategic and analytical tools that will help students gain a better understanding of the impact of emerging technologies on consumer experiences particularly within the retail industry. After taking the class, the students will be able to:

1. Critically analyze digital channels (i.e., theoretical, and analytical aspects) and its' impact on, and their impact on, consumer experience, globally.
2. Analyze industry terminology and use it appropriately to design digital strategies.
3. Evaluate the impact of digital channels on the multi/omni channel businesses worldwide.
4. Develop leadership and collaborative skills through teamwork.
5. Communicate ideas in written, oral, and visual forms using appropriate technology.

INSTRUCTOR: Ms. Ashley Williams Durbin
OFFICE: Room 366
E-MAIL: ashley.williams@unt.edu
OFFICE HOURS: Tuesday/Thursday–5:00 pm – 6:00 pm. Please email me in advance to schedule an appointment, if possible. Additional conference and Zoom available by appointment.

PREREQUISTITES: Junior or Senior standing.

Canvas: canvas.unt.edu (online course accessory).

Please refer to CANVAS for all important announcements regarding the class.

Advising and Degree Progression

Undergraduate Advising

ALL students are expected to meet with their Academic Advisor each semester to update your degree plan and to stay on track for a timely graduation.

- ***Advising Contact Information (Chilton Hall 385 – 940.565.4635)***
- ***SCHEDULE APPOINTMENTS HERE: appointments.unt.edu***
- ***Email: cmhtadvising@unt.edu***

Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in the catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain on the course.

Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of the situation***.

Dropping a Course

- **A decision to drop a course may affect your current and future financial aid eligibility**. Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course is the student's responsibility.

- **There are different procedures for dropping a class depending on the time of semester.** Please see the instructions for dropping a class here: https://registrar.unt.edu/registration/dropping-class

Graduate Advising

- Graduate students should work on their degree plan and discuss their progress with their assigned academic advisor. If you do not know who your academic advisor is, contact your graduate program coordinator

Financial Aid Requirements

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a

student does not maintain the required standards, the student may lose financial aid eligibility. Visit https://financialaid.unt.edu/sap for more information about financial aid Satisfactory Academic Progress.

What if You Are In Distress?

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

Grade and Class Concerns

Do you know who to contact for a course-related issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:

Individual Faculty Member

Department Chair
(Dr. Pookulangara if it is a class in MDR, Dr. Hawley if it is a class in HETM.)

Associate Dean
(Dr. Kim, College of Merchandising, Hospitality & Tourism)

Dean
(Dr. Hawley, College of Merchandising, Hospitality &Tourism)

Do you require special accommodations?

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Access website at https://studentaffairs.unt.edu/office-disability-access. You may also contact them by phone at 940.565.4323.

Are you aware of safety regulations?

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Do you know the Academic Integrity Policy?

Academic Integrity Standards and Consequences, UNT Policy 06.003.
Academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about

disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook. Your teacher should have a syllabus policy describing penalties for academic dishonesty.

Your instructor may decide to record lectures and/or class content for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

AI Policy for Merchandising and Digital Retailing Department

1. Submitting assignments that use Generative AI without proper citation or indication of its use is plagiarism. It is a substitute for your own creative thought and effort. Your brain continues to develop and make connections throughout your life; train your brain, not AI.
2. Instructors will monitor AI use and will check student work for ethical use according to their policies.
3. Every instructor has consequences stated for plagiarism in their policies. A range of disciplinary actions may result from any finding of academic dishonesty (for example, admonition, class failure, expulsion) depending upon the severity of the misconduct. Plagiarism will be reported to the UNT Academic Integrity Officer. 4. Policies may differ between instructors and courses. Read the syllabus and course policies, especially for the consequences. a. If you are allowed by your instructor to use any Generative AI in a course, you must disclose and cite its use by including citations in APA style. b. If you are allowed by your instructor to use any Generative AI in a course, you must also carefully check for errors. Here are a few cautions to consider before submitting an assignment that uses Generative AI: "hallucinations" or fictitious information, being wrong, and oversimplified, low quality, or generic results. It also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet.
5. To protect student data privacy, students are prohibited from the submission of personally identifying information to Generative AI systems.

DBUS 3090 - Course Specific Guidelines

In this course, AI use is encouraged, especially since generative AI tools are widely used to make digital strategy work more efficient. AI should be treated as a support tool, not a substitute for your own thinking. You are expected to demonstrate strategic reasoning and professional judgment in all of your work.

Category	DBUS 3090 Rule

AI use	AI is encouraged for ideation, exploring research directions, creating outlines, drafting and revising work, generating creative alternatives, and testing scenarios. Each assignment may include specific guidelines for how AI should be used.
Not allowed	Submitting AI output as your strategy is not allowed. AI is not a substitute for your brain. It is important to distinguish between using AI as a tool, which is encouraged, and using AI to generate the entire assignment. Skipping analysis, fabricating data, quotes, or sources, or presenting unverified claims as facts is also not permitted.
Sources	Same as MDR: no AI-generated references. Verify all citations and data independently.
Review	If questions arise, you may be asked to explain how AI was used. AI-detection (if used) is not the sole basis for grading.
Consequences	If you use AI honestly and tell me how you used it, provide disclosure and you will be fine. If you use AI in ways that are not allowed or do not disclose it, you may receive a zero on the assignment and could be reported for an academic integrity violation.

How to Disclose:

1. APA format:

AI Company Name. (year, month day). Title of chat in italics [Description, such as Generative AI chat]. Tool Name/Model. URL of the chat.

Example
OpenAI. (2025, August 21). *High school grammar concepts* [Generative AI chat]. ChatGPT. https://chatgpt.com/share/68a77b60-0ee4-800c-9acc-cd3fd573c311

2. AI Disclosure Statement (if you used AI)

I used **[tool]** on **[date]** to **[purpose]**. Output was **[accepted/modified/rejected]** and used in **[section(s)]**. I verified accuracy and the final submission reflects my strategy and reasoning.

Plagiarism Policy for DBUS 3090

It is expected that each student will do due diligence to ensure that they do not plagiarize. It is critical to understand use **APA formatting both in-text as well as in the bibliography**. **Only ONE "quote" per assignment – each additional quote will result in a 5-point automatic deduction**. Please pay attention to the following:

1. Use APA 7th edition, no exception. Visit: APA Style (7th Edition)
2. Lack of in-text citation will automatically mean that the references used are null and void.
3. Originality report:
    1. 15% - 25% originality report on "Turnitin" is a cause for concern, and the faculty may ask student(s) to meet with them individually via Zoom to investigate the issue. To

help with the % of the originality report, DO NOT COPY the questions; instead, just write the question

2. Originality report 25% to 49% will receive a written warning the first time, and on the second instance will get another warning and a full point deduction, and a third violation will lead to automatic expulsion from the class, as well as reporting to the relevant university
3. Originality report 50% and beyond will automatically receive a zero; the second instance will lead to automatic expulsion from the class, as well as reporting to the relevant university officials.

Do you meet ALL expectations for being enrolled in a course? • CMHT students are expected to meet all prerequisites for the courses in which they are registered.

- Students are expected to be respectful of other students, guests, and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct. • UNTs expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at https://studentaffairs.unt.edu/dean-of-students.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are accountable through disciplinary action for any intentional damage they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Career Resources

CMHT Career Coach

For one-on-one help with your resume, cover letter, LinkedIn profile, interview tips/practice or other internship and job-search skills, Mrs. Dee Wilson (Dee.Wilson@unt.edu) is our Career Center Coach. Contact her for an appointment through navigate.unt.edu or drop by her office in Chilton 333.

Career Center

The Career Center is currently located in Sage Hall. They provide *free* business cards, professional portraits, etc. They also host several recruiters throughout the year in various events/information sessions and career fairs. Learn more about their services here: https://careercenter.unt.edu/.

Online Job Board and Social Media Sites

- CMHT Careers Group page on LinkedIn.

https://www.linkedin.com/groups/14137002/. This is a private group that current CMHT students and alumni can request to join.

- Facebook CMHT Careers Group - https://www.facebook.com/groups/CMHTCareers/
- Twitter - @UNTCMHT
- Facebook Social Sites - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

CMHT Career Expo

The next CMHT Career Expo will be Wednesday, September 22, 2026, 10am-1pm in Union, Denton location.

If you need to borrow professional clothing to wear, please go to the Diamond Eagle Clothing Closet at 621 S. Welch St. (their new location). The closet is available by appointment at https://studentaffairs.unt.edu/desresources/programs/clothing-closet.html under the "Using the Closet" tab. For any questions, please contact the Diamond Eagle Student Resource Center at DESresources@unt.edu.

SMHM-IT Resources

SMHM-IT Services Student Laptop Checkout Information

The SMHM-IT Services desk located on the 3rd floor of Chilton Hall outside room. The Willis Library has Apple and Windows computers for short term checkout. The library no longer offers semester long checkouts. The laptops are offered by the Spark Services desk to the right of the entrance on the first floor. The student will need their UNT Student ID to checkout laptops. The checkout period is 24 hours, and the student needs to be currently enrolled in classes. The Spark Service Desk is 24 hours during the fall semester.

If the student does not return the laptop, the library charges a fee of $5 per hour that is not returned with a maximum fine of $100. If the student does not return the charger, the library charges a fee of $1 per hour with a maximum fine of $100.

UNT Citrix Virtual Lab

UNT Students currently enrolled in a SMHM course have access to the UNT Citrix Virtual Lab. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: https://academictechnologies.unt.edu/services/computer-labs/request/remotely-connect-virtual-computer-lab#connect-options.

The SMHM-IT Services desk can assist you with installing the Citrix Workspace client on your personal machine. Please see above hours of operation for our IT services desk.

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk in Chilton Hall 386 or give us a call at (940) 565-4227.

Additional Information

Are You An F-1 Visa Holder?

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G)

The paragraph reads:
(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about

his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Code of Conduct

According to the Code of Student Conduct, "The University of North Texas is deeply committed to advancing educational excellence and preparing students to become thoughtful, engaged citizens of a diverse, global community. The University has established the Code of Student Conduct to promote the well-being, honor and dignity of all who live, learn and work in our educational community. The Code of Student Conduct is intended to foster a safe environment conducive to learning and development, as well as to hold students accountable through an educational process that balances the interests of individual students with the interests of the University. Students and student groups are expected to conduct themselves in a manner that demonstrates respect for the rights and property of others and upholds the integrity and values of the University community."

Feedback and Communications

Image Release

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to jiyoung.kim@unt.edu and request that your name and image not be shared. Dr. Kim will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

If your instructor employs lecture capture technology to record class sessions, students may occasionally appear on video. The recording may be used in future course offerings.

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations are administered at the designated times during the final week of each long semester and during the specified day of each summer term. *Please check the calendar early in the semester to avoid any schedule conflicts.* You can find the Final Exam Schedule here: https://registrar.unt.edu/exams/final-exam-schedule

Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the https://my.unt.edu site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: https://

it.unt.edu/eagleconnect.

Do you know what to do in an emergency or UNT closure?

- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at https://my.unt.edu.
- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.

- In the event of a university closure, your instructor will communicate with you through Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during

the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Attendance Policy

Attendance Policy

- **Class begins promptly at 6:30 pm, and attendance will be taken at the start of class.** Please arrive on time.

1. Excused Absences

- If you have an excused absence, you must provide the appropriate documentation on the day you return to class.
- If documentation is not submitted at that time, the absence will be recorded as **undocumented**.
- If you require accommodations, you must contact the **Dean of Students (DOS)** within three days of returning. Without this step, I cannot provide support—even though I want to help you.
- **Important:** DOS notes will not be accepted during the last week of the semester, including exam week) unless you had an excused absence the previous week (late November) or you are ill during the first week of December.

2. What Counts as an Excused Absence

- **Excused:** Documented illness, family emergency, or death in the family.
- **Not Excused:** Vacations, routine doctor's appointments, car trouble, parking issues, or Spring Break travel.

3. Instructor Discretion

- I may excuse a student on a case-by-case basis if there is appropriate documentation and advance notice.

4. Impact of Excessive Absences

- More than **three undocumented absences** may lower your final grade by **one letter**. • You are responsible for attending class regularly and obtaining any missed notes from a classmate.

5. In-Class Assignments

- Many assignments will be completed during class in teams.
- These assignments cannot be made up unless you provide valid documentation (e.g., a doctor's note).
- If you are not in class, you will not receive credit for that day's in-class work.
-

General Assignment Guidelines

Guidelines for Assignments

1. Team Projects

- All assignments in this course are **team-based projects**.
- Each team will consist of **three members**.

2. Addressing Team Concerns

Working well as a team is an important part of your success in this course. If issues arise, please use the following process:

Step 1 – Email me through Canvas with a clear description of your concern(s). **Step 2 – Schedule a meeting with me.** All team members must attend. Meetings can take place during office hours or via Zoom.

Step 3 – Resolution and Possible Point Penalties

- First concern: a warning is issued.
- Second concern: 5% deduction from the current assignment.
- Third or more concerns: 15% deduction from the assignment.

3. Peer Evaluations

- If your team is functioning well, you do not need to submit an evaluation. • If a teammate did not participate as expected, you may submit a **peer evaluation** (due by **12:30 pm on the due date**).
- Grades may be adjusted based on evaluations. For example, if a student earns 70% on the peer evaluation, they will receive 70% of the assignment grade.

4. Grading Rubrics

- The **rubric is your guide**—always check it while completing assignments.

5. Due Dates

- Assignments are due at **6:29 pm on the stated date**, before class begins (unless they are completed during class).
- All deadlines are posted in the assignment handout and on Canvas. If there are changes, I will notify you on Canvas.
- It is your responsibility to keep track of deadlines.

6. Formatting & Citations

- All assignments must follow **APA style**.
- Only **one direct quote** is allowed per assignment. Please paraphrase rather than copying long sections.
- Use the APA cheat sheet as a guide.

7. Exams

- Exams 1–3 will be **online** (timed: 60 minutes, starting at 6:30 pm and ending at 7:50 pm). You will need to download **Respondus**.
- The **final exam will be in class**.
- Students registered with ODA will receive their approved accommodations.

8. Dropping the Class

- If you decide to drop the course, please send a **formal email to your team** and copy me on the message.

GRADE DETERMINATION

1. **Digital Tools (Strategy) In the Wild (10 points)** – Details will be provided in class.

2. APA QUIZ (10 points) - Details will be provided in class

3**. In-Class Assignments (140 points) –** There will be in-class assignments, details will be provided during class.

- Goal for class = 5
- Think-Pair-Share: In-text Citations = 10
- Think-Pair-Share: References = 10
- AI in-class activity = 5
- AI & Prompting activity = 10
- Retailing Models activity = 20
- Three-Question Team Challenge = 20
- Business Models GenAI activity = 30
- Influencer Pitch Challenge = 30

4**. Digital Strategy Assignment (200 points):** This isa capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed throughout the semester.

- **Target Assignment = 30**
- **Persona Assignment = 30**
- **Customer Journey Mapping = 30**
- **Competitive Analysis = 30**
- **Final Digital Strategy = 80**

. Exams (300 pts.): There will be three regular exams and one Final Exam, with the Final being mandatory and possibly comprehensive. To give you flexibility, the lowest score of the three regular exams will be dropped, which means there are no make-up exams. If you miss an exam, that will count as your dropped score. If you are satisfied with your performance on the first two exams, you may choose not to take the third one. Exams will cover both the assigned readings and materials presented in class, such as lectures, videos, and handouts. Students registered with the Office of Disability Access (ODA) must ensure that ODA sends me the official request before the exam—I cannot provide the exam to ODA without this notification.

If you are absent on the day an assignment is distributed and discussed, it is <u>your responsibility</u> to obtain the necessary information. The assignments have been designed to address the course objectives.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:

Letter Grade	Percentage	Final Point Range
A	90–100%	**594–660**
B	80–89.99%	**528–593**
C	70–79.99%	**462–527**
D	60–69.99%	**396–461**
F	Below 60%	**0–395**

Please remember – Grades are earned and not given, I cannot predict what grade you will end up with, it will depend on the amount of time and effort you put in. I am here to help, cheer you on, but I cannot do the work on your behalf.

Bonus Points: Students may be provided with other opportunities for extra credit, however, there is no guarantee that these opportunities may occur.

Dates	Tuesday	Assignments
Aug18	Introduction to the class Syllabus Keys to success	What is YOUR goal for this class? (5 points)
Aug 20	APA tutorial	Think-Pair-Share - In-text Citations (10 points)
Aug 25	APA tutorial Team Formation and Team Contract	Think-Pair-Share - References (10 points) Digital Tools (Strategy) In the Wild (10 points)
Aug 27	AI and related tools	In-class activity (5 points) APA Quiz – 10 points

Sep 01	AI and prompting	In-class activity (10 points)
Sep 03	Omni Channel/Multi/ Cross-Channels Topics covered: 1. Defining different channel strategies 2. Pros and cons of each strategy	Retailing Models: Quick Comparison Activity (20 points)
Sep 08	Consumer Behavior Topic covered: 1. Evolution of consumer behavior 2. Types of internet consumers 3. Differences in how consumers use the internet to shop globally. 4. Trends in global consumer behavior related to ecommerce.	Three-Question Team Challenge (20 points)
Sep 10	Business Models	Details of the Target Assignment provided Global brand choices will be provided to teams – each team will have chosen their brands by the end of class.
Sep 15	Business Models	In class activity (Gen AI based) (30 points) Target assignment due
Sep 17	Exam 1	AI and related tools AI and prompting Omni Channel/Multi/ Cross-Channels Consumer Behavior Business Models
Sep 22	UX and UI, including creating a persona.	
Attend Career Expo on September 22nd		
Sep 24	Persona Creation Workshop	
Sep 29	Persona Creation Workshop	Assignment due at the end of class (30 points)
Oct 01	Customer Journey Mapping	
Oct 06	Customer Journey Mapping Workshop	
Oct 08	Customer Journey Mapping Workshop	Assignment due at the end of class. (30 points)
Oct 13	Digital Tools and Methods	
Oct 15	Social Media Marketing and Metrics Topics covered: 1. Defining social media marketing 2. Different types of social media marketing 3. Metrics	
Oct 20	**EIR Lecture- Required Attendance (Bonus Points)**	

Oct 22	Exam 2	UX and UI, including creating a persona Customer Journey Mapping Digital Tools and Methods Social Media Marketing and Metrics
Oct 27	Influencer Marketing	Influencer Pitch Challenge (30 points)
Oct 29	Email Marketing and Metrics Topics covered: 1. Defining email marketing 2. Different types of email marketing 3. Metrics	
Nov 03	Mobile Marketing and Metrics Topics covered: 1. Defining mobile marketing 2. Metrics 3. Strategies for using mobile marketing.	Competition Analysis due (30 points)
Nov 05	Display Marketing and Metrics Topics covered: 1. Defining display marketing 2. Metrics 3. Strategies for using display marketing.	
Nov 10	Search marketing and Metrics Topics covered: 1. Defining search marketing 2. Metrics 3. Strategies using search marketing	
Nov 12	Customer relationship management (CRM) and loyalty programs	
Nov 17	Privacy, Security and Ethical Dilemmas Topics covered: 1. Defining cybersecurity and privacy, *2.* Difference between cybersecurity and privacy *3.* Types of cybersecurity crimes *4.* Types of privacy crimes *5.* Laws related to privacy/security worldwide e.g., GDPR.	Digital Strategy due (80 points)
Nov 19	Exam 3	Influencer Marketing Email Marketing and Metrics Mobile Marketing and Metrics Display Marketing and Metrics Search Marketing and Metrics
Thanksgiving Break!		
Dec 01	Digital Trends & The Future of Digital Strategy	

Dec 03	Meet with me in my office to go over grades/ assignments etc.	
Dec 10	FINAL EXAM	TBA

**Assignments and dates are subject to change. Please attend class regularly and check Canvas often for any changes.*