DRTL 2090 - Introduction to Digital Retailing
Class time: MW 8:30 AM - 9:50 AM, Classroom: Chilton Hall 387

Instructor: Dr. Bugao Xu
Office Hour: MW 10-11 pm
Office: Chilton Hall 330H, Tel: (940) 369-8915, bugao.xu@unt.edu
TA: Sam Rahimzadeh Holagh, SamRahimzadehHolagh@my.unt.edu
Course website (Canvas): https://unt.instructure.com/courses/91088
Zoom: https://unt.zoom.us/meeting/register/tZMlcuiupjMiEtIcVv5_EJg151xCDXxbeD0M

COURSE DESCRIPTION (3 credit hours)
    Survey of electronic merchandising and its application to consumer products and services for business to business and business to consumer. Introduction to electronic merchandising theory, terminology, resources, industry participants and career opportunities. It is an introductory course in retail ecommerce for students who have not had a previous course in retail or merchandising.

COURSE OBJECTIVES /LEARNING OUTCOMES
- Understand the *global digital retailing environment* and the phases of development
- Identify and understand how digital retailing is applied along with its *advantages and challenges* across global consumer products and services.
- Identify, compare and contrast digital retailing *revenue and business models*.
- Understand digitally connected, agile *consumer behavior*. Apply learning from local and internationalized experiences and cultural, global perspectives.
- Learn how to use *web development tools* to create an eCommerce website, and *data analytical tools* to derive business insights.
- Learn the '*Language of eCommerce'*, defining and comprehending industry terminology applicable to the field of digital retailing.
  o Learn how to evaluate eCommerce websites.
  o Analyze international trends and issues in digital retailing.
  o Learn about digital retail industry career opportunities and employment strategies.

TEXTBOOK (required): E-Commerce 2021: Business, Technology, and Society, 16th edition
                        By Kenneth C. Laudon & Carol Guercio Traver

ATTENDANCE:
- Class attendance is **mandatory** and will be checked each class period. Please be punctual and remain until class is dismissed.
- An excused absence will only be granted for personal illness, death in the family, or some other extraordinary circumstances, and must be verified in writing by a physician or appropriate authority. These documents need to be presented to the instructor on the day the student resumes classes**.** Documented emergencies, deaths, and illness are considered excused absences. The instructor also reserves the right to excuse a student from class on an individual basis with appropriate documentation and advance notification.
- You are responsible for attending each class meeting, any announcements and getting materials from another student in the class during your absence.
- Students who have five or more unexcused University absences can be dropped from the course.

Strategy to be Successful in this Course

- Plan. You now have the syllabus for the course that includes all of the important dates. Keep track of the dates and plan your schedule around your workload.
- Prepare. Be ready when you come to class – read the chapters, articles assigned and, download or print out the slides the day before class so that you are not rushed coming to class.
- Ask questions. The only bad question is the one that you did not ask.
- Be professional. Attend all the classes, turn in all the assignments on time and work closely with your teammates.

ASSIGNMENT GUIDELINE:

- All assignments must be submitted via the course's Canvas.
- Students should always take the time to ensure that their assignment uploaded correctly. If you are having trouble uploading your assignment, you must contact CLEAR using the information provided above.
- Assignment due dates are available on the course calendar, and will be assigned on Canvas which will send you a "to do list."
- Any team assignment requires that only one student in the team upload the assignment to Canvas.

MAKEUP EXAMS:

- Makeup exams will only be given if a student contacts the instructor via email prior to the exam time. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, court appearance) to the instructor to justify you have to miss an exam.
- A missed exam without an excused absence will result in a "0" for that exam.

COURSE ETIQUETTE:

- Students should not use their cell phones, headphones, PDA's, mp3 players, or other handheld devices. They should be turned off and put away out of sight during class.
- Laptops, tablets, and notebook PC's may be used only for note taking.

GRADING POLICY:

Item	Point
25 Class Attendance (3 points/each)	3 x 25 = 75
23 Homework (10 points/each)	12 x 23 = 276
10 Pop quiz (5 points/each)	5 x 10 =50
1 Group Project & Presentation	100
1st and 2nd Exams (100 pints/each)	100 x 2 = 200
Final Exam (comprehensive)	299
Total Point	1000

*Each homework assignment is due at the beginning (8:30 am) of the next class day.

A: Total >= 90% (900)
B: 90% > Total >= 80% (800)
C: 80% > Total >= 70% (700)
D: 70% > Total >= 60% (600)
F: Total < 60%

- Reserve the three exam days on your calendar so that no other events are scheduled at the same time.
- **No make-up exam** except for justifiable extraordinary circumstances such as personal illness, death in the family with a written note from a physician or a family member.
- Only assignments submitted on time can receive the full credit. A 25%, 50%, or 75% of the full credit will be deducted for an assignment that is submitted 1, 2, or 3 days after the due day. No point will be given if an assignment is submitted late more than 3 days unless a proof of a justifiable circumstance (same as above) is presented.
- Group Project: Students will work as a team and explore an eCommerce strategy. Student teams will complete a website evaluation report for two companies and provide a critique of what they find at each site, along with a SWOT. They will also look at pricing, marketing, fulfillment strategy and provide suggestions and points of view. Also required will be a PowerPoint presentation with the findings, which will be presented as a team to the class at the end of the semester. Active participation is mandatory.

DIGITAL RETAILING PROGRAM OBJECTIVES
- Graduates will be able to understand and apply theories and strategies related to consumer behavior in the global omnichannel environment
- Graduates will be able to understand the global digital retailing environment
- Graduates will be able to demonstrate the ability to effectively use industry related technological applications
- Graduates will be able to demonstrate understanding of omnichannel business strategies
- Graduates will be able to apply problem solving skills using quantitative and qualitative measures to address complex business situations
- Graduates will be able to demonstrate the ability to work in a team environment through proficiency in written, oral, leadership and interpersonal communications

TENTATIVE SCHEDULE:
    The course schedule is subject to change when the instructor determines it necessary for the benefit of the course. Assignments may be adjusted as deemed necessary to meet the course objectives.

Week	Date	Topic	Reading	Due
1	8/21	Syllabus/Assignments/Quizzes		
	8/23	1. Introduction to E-Commerce	Chap 1.1-1.4	
2	8/28	2. E-Commerce – History and Case Study	Chap 1.5, 1.9	H1
	8/30	3. E-commerce – Business Model	Chap 2.1-2.3	H2
3	9/4	Labor Day		
	9/6	4. E-Commerce – Strategy and Process	Chap 2.4-2.5	H3
4	9/11	5. Internet Principle	Chap 3.1-3.3	H4
	9/13	6. Internet Infrastructure and Access		H5
5	9/18	Review/Group project		H6
	9/20	**Exam 1**		
6	9/25	7. Web	Chap 3.4, 3.5	
	9/27	8. E-Commerce Presence – Website	Chap 4.1-4.3	H7
7	10/2	9. Building eCommerce website (1)		H8
	10/4	10. Building eCommerce website (2)	Chap 4.4-4.5	H9, P1-Company intro
8	10/9	11. Building eCommerce website (3)		H10
	10/11	12. E-Commerce Presence - Mobile Apps	Chap 5.1, 5.2	H11, P2-Revenue model

9	10/16	13. E-Commerce Security	Chap 5.5, 5.6	H12
	10/18	14. E-Commerce Payment Systems	Chap 6.1-6.4	H13, P3- SWOT
10	10/23	15. E-commerce Marketing Concepts	Chap 7	H14
	10/25	16. Social, Mobile and Local Marketing	Chap 8	H15
11	10/30	17. Review/Case Study		H16, P4-Marketing
	11/1	**Exam 2**		
12	11/6	18. Ethical, Social and Political Issues	Chap 9.1	H17
	11/8	19. Online Retail Sector	Chap 9.3	H18, P5-Web feature
13	11/13	20. E-tailing Business Models	Chap 9.4-9.8	H19
	11/15	21. Online Service Sector		H20, P6-Global impact
14	11/20	Thanksgivings break		
	11/22			
15	11/27	22. Business Analytical Tool (1)		H21, P7-Fullfillment
	11/29	23. Business Analytical Tool (2)Supply Chain Management	Chap 12	H22
16	12/4	24. Project Presentation		H23
	12/6	25. Project Presentation, Pre-final days		P8-PPT
	12/11	**Final Exam**, **8:00 am – 10:00 am, Chil 387**		

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	9/13	6. Web and Mobile Platform	Chap 3.4, 3.5	H5
5	9/18	Review/Group project		H6
	9/20	**Exam 1**		
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	12/6	25. Project Presentation, Pre-final days		P8-PPT
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CMHT Syllabus Policies: is saved in a separate file, CMHT Syllabus Policies Fall 2023.docx, which is uploaded to the same folder as the syllabus file. Please read it carefully and give special attention to the University's policy on academic dishonesty.