

Course Syllabus

ICON 4880 Integrated Retail Strategies

Instructor Information

Name: Dr. Dee K. Knight

Contact Me: Canvas Inbox (I check my Canvas Inbox M-F morning.)

Office Hours:

- At a mutually convenient time on campus or via Zoom.

Duration: 16 weeks

Credit Hours: 3

Class schedule: There are no mandatory class meetings or on-campus classes

Modality: Asynchronous online

Course Description

Provides a framework for omnichannel (integrated) retail, covering the wide spectrum of retail channels with an emphasis on seamless customer experiences while developing a competitive edge for the retailer.

Course Learning Objectives

Students should be able to:

- Explain the Integrated (omnichannel) retailing
- Discuss the opportunities and challenges of integrated
- Analyze consumer behavior and engagement in the integrated
- Evaluate integrated management strategies including communications, fulfillment, and consumer engagement in an integrated environment.
- Develop a retail integrated

Course Format

ICON 4880 is a 100% online course. To succeed in the course, you should log on regularly for assignments, grades, course content, and announcements regarding the course, and other opportunities.

My Teaching Philosophy

My goal is to create a learning environment in which students are engaged, respected, and contributing to the learning environment through the questions they voice, assignments, discussion postings and responses to posts of other students. Learning requires hard work, but I believe it should be fun as we learn from one another and dare to ask, “why not”. Lifelong learning informs my teaching to ensure concepts, theories, and applications presented are current, relevant to the content, and valuable to you.

Content and Readings

Course content is drawn from industry papers, research reports, white papers, case studies and other readings that are **required** for students. Many assignments and exams are developed from this content. Required readings and videos serve to inform your assignments and the basis for some quiz questions.

Instructor Expectations

My expectations for students are high because I believe each student in this course has the ability to be successful. To achieve that goal, I expect students to commit time each week to assignments, discussions, and quizzes, submit quality assignments on time, and engage with the instructor and other students in a professional manner.

Online courses compared to in-person courses:

In-person courses: Students attend 3 hours in class for a 3-hour course, PLUS an average of 6 hours per week on assignment. That is 2 hours outside class for every hour in class. That is 9 hours per week at a minimum.

Online courses: The time commitment will be the same as for in-person classes. That is, you should plan to spend the time you require per week on this course to read the content, readings, and prepare your assignments, discussions, and quizzes.

What's Ahead

Our topic is the integration of physical and digital commerce. The omnichannel concept was introduced in 2010 to describe the integration of physical and digital channels to create a seamless shopping experience for consumers. The terms integrated and omnichannel retailing

encompasses centrality of consumers and employees; concepts of integration and engagement; and the ecosystem of supply chain, fulfillment, and retailing. The semester will conclude with an individual case study in which the student will analyze, evaluate, and recommend omnichannel strategies for a specific retailer.

Course Requirements, Grades, and Course Schedule

Assignment guidelines, due dates, submission instructions, possible points and grading rubric are posted on Canvas under Assignments.

COURSE ASSESSMENTS (See detailed course calendar posted on Canvas.)

Detailed information and requirements for each assignment are posted in Modules with detailed rubrics.

Assignments will be submitted through Turnitin that automatically searches for plagiarism and provides a similarity score linked to original work. Acceptable similarity scores vary by assignment and will be included on rubrics.

1. Include citations and references in your work using APA format.
2. Use APA Style for any citations in your work that is not your original
3. Assignments will be assessed using an online rubric specific to that assignment. It is in your best interests to review the rubric before and after completing an assignment.
4. Assignments will be assessed using an online rubric specific to that assignment.
5. Assignments must be submitted using the software indicated (i.e., doc or
6. ***Do not email assignments to the instructor.***

Turnitin Notice

All assignments submitted for credit must be original work created by the student scholar uniquely for this class. It is considered inappropriate and unethical to make duplicate submissions of a single for academic credit in the same or different courses unless specifically requested by the instructor. Do not “copy and paste” information from other sources into assignments and avoid using quotations. These practices will result in high similarity scores and will result in significant grade reduction.

Discussions

There are **TWO** due dates for each discussion forum.

1. Your initial post related to the module topic including references and citations and will uploaded into the discussion for responses from other students in the

2. The student must make the initial post before they can access posts of other
3. Deductions are taken for missing the initial post
4. Use at least two sources for your initial post, one of which must be from the required reading(s) or videos.
5. Reply to posts of at least two other
6. Replies are expected to further the discussion and include at least one Replies that simply show agreement or commend the student will not receive full credit.

Late Work Policy

Late work will be penalized 10% per day up to 5 days after which it will not be accepted. ***Due to the interactive nature of Discussion Boards, late work will not be accepted. Quizzes may not be taken late except in accordance with UNT excused absence policy.***

Late work in accordance with UNT policy and proper documentation will be accepted in accordance with instructions from the instructor.

ACADEMIC INTEGRITY EXPECTATIONS AND CONSEQUENCES (UNT Policy 06.003)

A range of disciplinary actions may result from any finding of academic dishonesty (i.e., admonition, class failure, expulsion) depending upon the severity of the misconduct. At a minimum for this class, any finding of academic misconduct on exams, writing assignments, or any other graded assignment will result in a “0” for that graded activity or assignment. Specific deductions for Turnitin violations will be available on your assignment rubrics within Canvas. For additional information, please refer to UNT Policy 06.003 and the CMHT Syllabus Addendum.

Academic Misconduct means the intentional or unintentional action by a student to engage in behavior in the academic setting including, but not limited to cheating, fabrication, facilitating academic misconduct, forgery, plagiarism, and sabotage.

(UNT policy:

https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity.Final_.pdf

[Links to an external site.](#))

Generative Artificial Intelligence (AI)

The purpose of this paragraph is to inform you of the Department of Merchandising and Digital Retailing policy on AI. Importantly, the policy for this course is at the bottom. Be sure you

understand and adhere to the policies and contact me at dee.knight@unt.edu if you have questions.

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.
6. In this course, submitting assignments using AI will result in a grade of 0 (zero) for the assignment. Additional use of AI will result in penalties up to and including failure in the course.
7. There may be assignments that call for the use of AI. The instructions will be clear.

Quiz Expectations

1. Students are expected to independently complete each quiz.
2. Correct responses will be those grounded in course content and readings. General information found on the internet will not be considered.
3. Quizzes are timed and automatically close, and you will be unable to log in again.
4. Evidence of cheating will result in a zero for that quiz or assignment or failure in the course depending upon the magnitude of the academic misconduct.

Grading

Grades are not curved and are determined by total points earned. I award a LAGNIAPPE for students “on the bubble” for the next highest letter grade. Students may earn a lagniappe (1 to 2 points) by submitting all work on time.

Student Perceptions of Teaching (SPOT)

I value your feedback and encourage you to participate in this short UNT survey made available to you near the end of the semester.

Important: See the module Start Here for additional information.

College of Merchandising, Hospitality, and Tourism policies and Department of Merchandising and Digital Retailing are posted on Canvas and are considered part of this syllabus.

Changes may be made to this syllabus when it is deemed in the best interest of students to do so.

Course Calendar Fall 2025

Schedule for Fall 2025 - Subject to change in best interest of students.

Discussion assignments have TWO deadlines within one week.

Week	Dates	Topic	Assignment	Due Date for all assignments in a week
1	8/18 - 8/24	Getting to know you Stay Informed Select your case study retailer	<ul style="list-style-type: none">• Goals• Identify your selected news feeds• See the editable list in the Introduction module	8/24
2	8/25 - 8/31	Module 1: Retail Business Models	<ul style="list-style-type: none">• Compare retail business models• News Discussion 1• Quiz 1	8/31

3	9/1 - 9/7	Module 2: Consumer Centricity	<ul style="list-style-type: none"> • Driving Growth through Consumer Centricity • News Discussion 2 • Quiz 2 	9/7
4	9/8 - 9/14	Module 3: Integrated/omnichannel Retailing	<ul style="list-style-type: none"> • Evolving Role of Retail Stores • News Discussion 3 • Quiz 3 	9/14
5	9/15 - 9/21	Module 4 Part 1 Omnichannel Supply Chain	<ul style="list-style-type: none"> • Supply Chains of the Future • News Discussion 4 	9/21
6	9/22 - 9/28	Module 4 Part 2 Omnichannel Supply Chain	<ul style="list-style-type: none"> • Key Principles in Supply Chains • News Discussion 5 • Quiz 4 	9/28
7	9/29 - 10/5	Module 5 Fulfillment	<ul style="list-style-type: none"> • Strategic Sourcing and Stockouts • Quiz 5 	10/5
8	10/6 - 10/12	Module 6 Integrated Engagement	<p>What do you know about your consumers?</p> <p>Quiz 6</p>	10/12
9	10/13 - 10/19	Module 7 Opportunities	<p>Disruption of Business Models: A Good Thing?</p> <p>Quiz 7</p>	10/19

10	10/20 - 10/26	Module 8 Challenges	Application Discussion 1 Quiz 8	10/26
11	10/27 - 11/2	Retail Case: Step 1	Overview of retailer and industry sector Application Discussion 2	11/2
12	11/3 - 11/9	Retail Case: Step 2	Centricity, integration, and engagement Application Discussion 3	11/9
13	11/10 - 11/16	Retail Case: Step 3	Supply Chain and Fulfillment	11/16
14	11/17 - 11/23	Retail Case: Step 4	Opportunities: Imagine the company in 2050	11/23
		THANKSGIVING BREAK		
15	12/1 - 12/7	Retail Case Presentation	PowerPoint of Retail Case	12/7
16	Final Exam	Your case study serves as your final exam		