CEXM 4880 Integrated Retail Strategies
Spring 20i24
Department of Merchandising & Digital Retailing
College of Merchandising, Hospitality & Tourism
University of North Texas

COURSE INSTRUCTOR: Dr. Dee K. Knight, Ph.D.
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Textbook: Required Readings will be used in lieu of a textbook

CONTACT ME AT: dee.knight@unt.edu **(Subject Line: CEXM 4880)**

OFFICE HOURS*			
Day	Meeting Location	Time	Meeting ID
M-F	https://unt.zoom.us/j/89572276698	By appointment	895 7227 6698

COURSE DESCRIPTION
This course provides a framework for omnichannel retailing, covering the wide spectrum of retail channels with emphasis on creating seamless consumer experiences while developing a competitive edge for retailers.

COURSE LEARNING OBJECTIVES
Students should be able to:
- Explain the omnichannel retailing concept.
- Discuss the opportunities and challenges of omnichannel retailing.
- Analyze consumer behavior and engagement in the omnichannel environment.
- Evaluate omnichannel management strategies including communications, fulfillment, and consumer engagement in an omnichannel environment.
- Develop a retail omnichannel strategy.

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

TEACHING PHILOSOPHY
My goal is to create a learning environment in which students are engaged, respected, and contributing through their questions, experiences, and insights as we work toward a

common goal of mastering learning objectives and applying them in the classroom and beyond. 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 & 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 COMMITMENT
My commitment to students is to help them achieve their goals for this course. To help you achieve your goals, I will respond to email sent to dee.knight@unt.edu promptly, provide productive classroom experiences, and provide assignments and activities for learning and the application of that knowledge.

INSTRUCTOR INSTRUCTION
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 outside class meetings for the course, submit quality assignments on time, arrive promptly for class, and engage with the instructor and other students in a professional manner.

Online course 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 at least 9 hours per week on this course to read the content, readings, and prepare your assignments.

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. Omnichannel retailing encompasses centricity 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 the 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
Detailed information and requirements for each assignment are posted in Modules with detailed rubrics.

ASSIGNMENT	POINTS	TOTAL POINTS
Topic Reports - one for each content module (One module has 2 parts)	8 @ 40	329
Discussion boards – one for content module	6 @ 25	150
Module quizzes	7 @ 25	175
Retail Future	50	50
Retailer Case Study - Four Steps DRAFTS	4 @ 20	80
Retailer Final Paper	100	100
Final Exam	100	100
TOTAL POINTS		984

ASSIGNMENTS (See detailed course calendar posted on Canvas.)

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 thought.

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. ***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.

FORUM 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 course.
2. The student must make the initial post before they can access posts of other students.
3. Deductions are taken for missing the initial post deadline.
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 students.
6. Replies are expected to further the discussion and include at least one reference. Replies that simply show agreement or commend the student will receive no 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)

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.

Quiz Expectations
1. You 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.

Meeting course deadlines: Completing work by established deadlines is expected in industry and in academia. Missing deadlines is costing in industry can be reflected in performance reviews, consideration for promotions, and even dismissal. Missing deadlines also is costly in academia. In rare cases, a deadline may be extended by 24 hours and include a 20% penalty.

UNT Excused Absences: Documentation for excused absences should be sent directly to the Dean of Students Office. The assignment submission portal in Canvas will be re-opened when the instructor receives validated notification.

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.

		CEXM 4880 Course Calendar Spring 2024		
		Discussion Assignments have TWO Deadlines		
Week	Dates	Topic	Assignments	Due Dates are all at 11:59 p.m.
1	1/16 – 1/21	Module 1 Retail Business Models	Topic Assignment Discussion Quiz 1	1/21 Post 1/19, responses 1/21 1/21
2	1/22 – 1/28	Module 2 Consumer Centricity	Topic Assignment Discussion Quiz 2	2/28 Post 1/25, responses 1/28 1/28
3	1/29 – 2/4	Module 3 Omnichannel Retailing	Topic Assignment Discussion Quiz 3	2/4 Post 2/1, responses 2/4 2/4
4	2/5 – 2/11	Module 4: Part 1 Omnichannel Supply Chain	Topic assignment Discussion	2/11 Post 2/8, responses 2/11
5	2/12 – 2/18	Module 4: Part 2 Omnichannel Supply Chain	Topic Assignment Quiz 4	2/18 2/18
6	2/19 – 2/25	Module 5 Fulfillment	Topic Assignment Discussion Quiz 5	2/25 Post 2/22, responses 2/25 2/25
7	2/26 – 3/3	Module 6 Omnichannel Engagement	Topic Assignment Discussion Quiz 6	3/3 Post 2/29, responses 3/3 3/3
8	3/4 – 3/10	Module 7 Opportunities	Topic Assignment	3/10
		MARCH 11-17 SPRING BREAK		
9	3/18 – 3/24	Module 8 Challenges	Topic Assignment Discussion Quiz 7 (Modules 7 & 8)	3/24 Post 3/ 21, responses 3/24 3/24
10	3/25 – 3/31	Case: Step 1 – Overview of retailer and industry	Draft	3/31
11	4/1 – 4/7	Case: Step 2 – Centricity, integration, and engagement	Draft	4/7
12	4/8 – 4/14	Case: Step 3 – Supply chain and fulfillment	Draft	4/14
13	4/15 – 4/21	Case: Step 4 – Opportunities and challenges	Draft	4/21
14	4/22 – 4/28	Case Study Retailer	Final Paper	4/28
15	4/29 – 5/2	Case Study Presentation	PowerPoint	5/2
16	5/7 (Tues)	Final Exam (available from 12:01 a.m. – 11:59 p.m.		

Congratulations To Graduating Seniors! Well Done!