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RETL 4880 Omnichannel Retailing  
Fall 2020: August 24 – December 11  
Hybrid course: Zoom class Thursday 11 am to 12:20 pm

### Instructor Contact

Dr. Dee K. Knight

Office Hours: Via Zoom at a day/time convenient for you

Contact: [Dee.Knight@unt.edu](mailto:Dee.Knight@unt.edu) and include *RETL 4880* in the subject for a quick response usually in less than 24 hours. ***I do not use the Inbox tool in Canvas***, so trying to contact me that will result in a delayed response.

### 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 opportunities and challenges of omnichannel retailing.
- Analyze consumer behavior and engagement in the omnichannel environment.
- Evaluate omnichannel management strategies including communications, payment systems, fulfillment, and customer relationship management.
- Develop a retail omnichannel strategy.



### 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 courses to ensure the concepts, theories, and applications presented are current, relevant to the content, and valuable to you.

### Textbook

There is no required textbook for this course. Students will learn using industry reports and research, white papers, videos, industry newsletters and other resources.

### Important Information:

This is a hybrid course using Canvas and Zoom. Students will access Canvas course content on Tuesday to prepare for the Zoom class on **Thursday from 11 a.m. to 12:20 p.m.** when students apply what they learned from Canvas content. This requires that you stay up and current on the material and that you

motivate yourself to study the material on Thursdays to prepare for the Tuesday Zoom class. Please read the syllabus carefully.

This course is classified by UNT as remote because our class meetings are not on campus. If you are new to the Canvas platform, please contact me the first day so I can orient you to the software quickly or your access resources in our Canvas course under START HERE. If you are new to Zoom, we will learn about it together on Thursday, August 27, 2020.

I use the Canvas Announcement tool so be sure to check it frequently. The structure of the course includes assignments and engagement each week, so staying current is critical.

### **Technical Skill Requirements**

Students should be able to upload and download files and access the Internet for course support materials. Effective navigation of Canvas is necessary as course assignments and support materials will be made available through this application. Email will be used to communicate with students via the UNT provided student email accounts.

### **Netiquette (Internet Etiquette)**

- Follow the golden rule of treating others as you wish to be treated.
- Ethical standards of behavior in our online class is expected just as it is in a campus classroom.
- In discussions, be respectful of the opinions and perspectives of others even when they differ from your own.
- Respect the privacy of other students and your faculty and refrain from re-posting information outside this course.

### **Instructor Responsibilities and Feedback**

- As the instructor, it is my responsibility to help students learn, provide clear instructions for assignments, identify additional resources, provide rubrics, and continually review and update course content based upon learning outcomes and changes in the field of study.
- Provide timely feedback to students on assignments.

### **Student Responsibilities - Students are expected to:**

- Study all course content delivered on Canvas, through videos, readings, and industry research and reports.
- Participate in our Zoom classroom on Thursday, 11:00 a.m. to 12:20 p.m.
- Enable the video function during Zoom classes. If you need a webcam or a computer, please let me know as they are available through UNT. If there is a different reason you are cannot enable video, please contact me to discuss.
- Discover resources including information in the retail newsletters to inform assignments, class participation, and discussions.
- Complete all assignments following assignment guidelines.
- Submit assignments by the due date.
- Communicate with the instructor when they need clarification or assistance.

**Course Requirements, Grades, and Course Schedule**

Assignment due dates and guidelines – Assignment guidelines posted in Canvas also include due date, how to submit the assignment, and total possible points. You can find assignment details under the corresponding Module and under the Assignments link on the left-hand menu.

**Assignment Policy / Late Work**

All work for this course is due no later than 11:59 pm on the designated due date unless otherwise indicated. **Late assignments are not evaluated. Please plan accordingly.**

Summary of Assessments	
Assessments	Total Points (Approximately for each category)
Application Activities (Zoom classes)	225
Assignments	150
Omnichannel Journal	150
Omnichannel Strategies Project & Presentation	150

**Grading**

Course grades are earned based on the points earned as a percentage of total possible points.

A = 90% +

B = 80% to 89%

C = 70% to 79%

D = 60% to 69%

F = <60%

**Grading:** Grades are not curved and will be determined by the points you earn. Dr. Knight awards a lagniappe for students “on the bubble” for the next highest course grade. Students may earn a lagniappe if they attended all classes and submitted all assignments by the due date.

**Turnitin Notice**

All works submitted for credit must be original works created by the scholar uniquely for this class. It is considered inappropriate and unethical to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Do not “copy and paste” information from other sources into your assignments and avoid quotations. These practices will result in high similarity percentages and reductions of your grades.

**A grade of Incomplete**

Course Incompletes are given only in accordance with UNT policy.

<http://registrar.unt.edu/grades/incompletes>

**Student Perceptions of Teaching (SPOT):** Student Perceptions of Teaching is a requirement of all organized class at UNT. This short survey will be available to you near the end of the semester. I value your feedback and encourage you to participate.

### Course Schedule

Setting the Stage	
8/25 – 8/27	Introduction: Peers, faculty, course
Module 1: What is Omnichannel?	
8/27 - 9/17	Retail re-imagined – Retail ecosystem Retail ecosystem
Module 2: Consumer Centricity	
9/17 – 10/1	Consumer perspective versus retailer perspective
Module 3: Omnichannel Retail Strategies	
10/1 – 10/22	Strategies and implementation Case studies
Module 4: Challenges and Opportunities	
10/27 – 11/19	Agile supply chain, fulfillment centers, delivery modes, last mile delivery, and reverse logistics.
<i>Happy Thanksgiving (November 26)</i>	
Semester Assessments	
11/24 & 12/3	Omnichannel Case Study Presentations via Zoom
12/8	Final Exam

### Student Resources

#### TECHNICAL ASSISTANCE / SUPPORT

##### Access and Log in Information

This course was developed and will be facilitated utilizing the CANVAS Learning Management System. To get started with the course, please go to: <https://unt.instructure.com/login/ldap>

You can access student guides on Canvas at this site. You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to: <https://ams.unt.edu/>

The Canvas Student app has a mobile version of Canvas that helps students stay current with their courses anywhere. Download the Canvas Student app on Android and iOS devices.

For iOS devices, see:

How do I download the Canvas Student app on my iOS device?

<https://community.canvaslms.com/docs/DOC-9831-18561185379>

For Android devices, see: How do I download the Canvas Student app on my Android device?

<https://community.canvaslms.com/docs/DOC-9758-18555199445>

### Student Academic Support Services

Links to all these services can be found on the RETL 2550 Home Page under “Start Here”.

- The Basics for Students New to Canvas (and those wanting a refresher)
- Online Course Technology Requirements & Skills
- UNT Policies
- Academic Support & Student Services
- University Library Services
- Web Accessibility & Privacy
- Copyright Notice

### Other Resources

- The Learning Center Support Programs: Various program links are provided to enhance the student experience. <https://learningcenter.unt.edu/>
- UNT Writing Lab: Offers free writing tutoring to all UNT students, undergraduate and graduate. <http://writingcenter.unt.edu/>
- Math Tutor Lab: <http://math.unt.edu/mathlab/>
- Succeed at UNT: How to be a successful student information. <https://success.unt.edu/>

The following information is provided to assist you in preparation for the technological aspect of the course.

UIT Help Desk: <http://it.unt.edu/help-desk-resources-students>

Browser requirements: You need a browser that interfaces well with Canvas, such as Microsoft Internet Explorer or Mozilla Firefox. <https://clear.unt.edu/supported-technologies/canvas/requirements>

### STUDENT TECHNICAL SUPPORT

The University of North Texas [UIT Student Helpdesk](#) provides student technical support in the use of Canvas and supported resources. The student help desk may be reached at:

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Phone: 940.565-2324

In Person: Sage Hall, Room 130

Hours are:

- Monday-Thursday 8am-midnight • Friday 8am-8pm
- Saturday 9am-5pm
- Sunday 8am-midnight

### ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a

reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable 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 reasonable 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 reasonable 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 Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at [940.565.4323](tel:940.565.4323).

### **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](mailto: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](mailto:oeo@unt.edu) or at (940) 565 2759.

### **Important Notice for F-1 Students taking Distance Courses**

#### **Federal Regulation**

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 at <http://ecfr.gpoaccess.gov>. The specific portion concerning distance education courses is located at "Title 8 CFR 214.2 Paragraph (f)(6)(i)(G)" and can be found buried within this document: <http://frwebgate.access.gpo.gov/cgi-bin/get-cfr.cgi?TITLE=8&PART=214&SECTION=2&TYPE=TEXT>

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](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.