



Photo by Simon Bak at Unsplash.com

RETL 4880 Omnichannel Retailing

Fall 2021

Tuesday – Assignments, including field studies

Thursday – Campus 2:00 – 3:20 – Chilton 387

Instructor Contact

Dr. Dee K. Knight

Office Hours: Tuesday – 9 a.m. to 10 a.m.; Thursday 3:30 – 4:30 p.m., or by appointment and Zoom.

Office: Chilton 330 D

Contact: Dee.Knight@unt.edu and include RETL 4880 in the subject for a quick response usually in less than 24 hours if you use my UNT email.

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, payment systems, fulfillment, and customer relationship management.
- Develop a retail omnichannel strategy



About Your Professor

Welcome to RETL 4880! I bring industry experience as a retail entrepreneur to our course. Prior to earning my doctoral degree in Merchandising, I was the owner operator of a retail specialty store for many years. Like some of my students, my traditional academic path was interrupted by industry experience. Many of you bring industry and life experiences to this course that will enrich our discussions and your assignments as we learn from one another.

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.

Required Textbook

Myerson, P. (2021). *Omni-channel retail and the supply chain*. Routledge.

Students also will learn using industry reports and research, white papers, videos, industry newsletters and other resources.

Important Information:

Students will meet on campus for class, engage in field studies and applications off campus, and assignments, small group discussions, quizzes, cases, and other activities. Details are posted on Canvas. *Staying current on readings and assignments is critical to success.*

I use the Canvas Announcement tool frequently to convey course information, job/internship postings, events, and UNT and industry news. You may want to enable notifications when new announcements are posted.

Instructor Responsibilities and Feedback

- 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.
- Students that engage learn more, therefore, it is my responsibility to provide opportunities for engagement including during on-campus classes, in Canvas, and through field studies.
- 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 class meetings.
- 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 **before the due date** when clarification or assistance is needed.

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 will be penalized 20%, and assignments will not be accepted after one day late without a documented reason in accordance with UNT policy. If you turn in a 100-point assignment up to one day late, the highest grade you can earn is 80 points if there are no other deductions. Use a

planner and stay organized so you do not jeopardize your grade. When an absence is “excused” the student is allowed to make-up the work with no penalty.

Excused Absences

Regular attendance and engagement in class are important for your success in this course. However, UNT recognizes the following excused absences: 1) Active military service, 2) a religious holy day, 3) participation in a UNT function, 4) illness or other extenuating circumstances, 5) pregnancy and parenting with documentation under Title IX, and 6) official closure of UNT.

The student is responsible for requesting an excused absence via email to dee.knight@unt.edu, giving satisfactory evidence to the faculty member of when and why the student will be absent. **In the event of illness that prevents students from meeting assignment deadlines, the student must send medical documentation to dee.knight@unt.edu, which will be sent to the Dean of Student’s Office for verification before approval.**

See UNT COVID-19 policy in Syllabus Appendix posted under the module, “Do This First” on Canvas. The appendix includes the UNT COVID-19 protocol. Please read this important information.

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.

Netiquette (Internet Etiquette)

- Follow the platinum of treating others the way they want 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.

Course Zoom Etiquette

- Cameras must be on to participate in the course.
- Be aware of your surroundings. Your professor and classmates can also see BEHIND you.
- Do your best to participate in any meetings in a quiet, undistracted environment, turning off external backgroundnoise such as TV or being in an open shared space with people interrupting you
- Position your camera correctly so your instructor can see your face, not the ceiling or a blank wall.

Academic Integrity

This course adheres to the UNT academic integrity policy based on core values of trust and honesty. *Cheating* is the unauthorized assistance to take exams, tests, quizzes, assignments, or other assessments. It includes sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, and other assignments. It includes the use of tests, notes or other materials not authorized by the instructor – including those of other students whether provided directly or through on online websites (e.g., Studyfy, Wikipedia, answers.com, slideshare, OPPapers.com, Scribd, Course Hero, and MedLibrary.org. to name a few.

Course Schedule

Dates	Module 1 - Omnichannel Overview	Textbook Reading
8/24 – 8/26	Where we are and how we got here.	
8/31 – 9/2	Omnichannel dominates the future	pp. 3 - 32
9/7 – 9/9	Traditional vs omnichannel retailing	pp. 35- 56
9/14 – 9/16	Traditional vs omnichannel distribution	pp. 59 - 91
9/21 – 9/23	EXAM 1	
Module 2 - Omnichannel: Supply Chain		
9/28 – 9/30	Competitive advantage – supply chain	pp. 95- 135
10/5 – 10/7	Outsourcing, collaboration, and visibility	pp. 137 - 168
10/12 – 10/14	Last Mile	pp. 169 - 228
10/19 – 10/21	Overcoming challenges and mitigating risk	pp. 231 - 250
10/26 – 10 28	EXAM 2	
Module 3 - Omnichannel: Connecting with Consumers		
11/2 – 11/4	Channel communications	
11/9 – 11/11	Consumer / shopper / customer connections	
11/16 – 11/18	Omnichannel journey design	
	<i>Happy Thanksgiving – November</i>	
Module 4 - Omnichannel to Phygital		
11/30 – 12/2	Phygital is the future	
12/ 7	EXAM 3 – TUESDAY 1:30 – 3:30 Chilton 387	

See Canvas for Detailed Assignment Schedule and Guidelines

Summary of Assessments	
Assessments	Total Points (Approximately)
Engagement	100
Assignments	150
Discussions	85
Field Studies	150
Case Studies	225
EXAMS	150
Total	860

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.

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

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

See Syllabus Appendix posted on Canvas “Start Here” module.

This syllabus is a guide that the instructor may revise when changes are deemed in the student’s best interests.