



University of North Texas  
College of Merchandising, Hospitality & Tourism

RETL 4880 Omnichannel Retailing Strategies  
100% online course  
Spring 2023

**COURSE INSTRUCTOR:** Dr. Dee K. Knight, Ph.D.  
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**Phone:** 940-565-2436  
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**Textbook:** Required Readings will be used in lieu of a textbook

OFFICE HOURS*			
Day	Time	Location	Meeting ID
Tuesday	11:30 a.m. to 12:30 p.m. <a href="https://unt.zoom.us/j/84202502271">https://unt.zoom.us/j/84202502271</a>	Chilton Hall 330D	842 0250 2271
Thursday	11:30 a.m. – 12:30 p.m. <a href="https://unt.zoom.us/j/84202502271">https://unt.zoom.us/j/84202502271</a>	Chilton Hall 330D	842 0250 2271

\*By Appointment. If these hours are not compatible with your schedule, please contact me so we can arrange a different day/time.

### 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

MDSE 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 courses to ensure the 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 AND EXPECTATIONS**

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](mailto:dee.knight@unt.edu) promptly, provide productive classroom experiences, and provide assignments and activities for learning and the application of that knowledge. 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.

### **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 pandemic of 2020 accelerated omnichannel retailing by at least a decade. 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 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 ASSIGNMENTS AND REQUIREMENTS**

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

ASSIGNMENT	POINTS	TOTAL POINTS
Discussion boards – one for each major component (7)	60	175
Module quizzes (7)	25	175
Component assignments (2)	30	60
Individual Case Study of Retailer Selected including Overview and SWOT analysis, centrality strategies, integration and engagement, supply chain and fulfillment. This assignment includes a presentation and peer review.	100	100
<b>TOTAL POINTS</b>		<b>755</b>

A detailed course calendar is posted on Canvas.

### **ASSIGNMENTS**

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 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.

### 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 and will be 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 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](https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity.Final.pdf) )

1. In this course, the following expectations apply to ALL EXAMS:
  - You are expected to independently complete each exam.
  - Your exams are timed and automatically close; you will be unable to log in again.
  - *Evidence of the use or purchase of materials or exams completed by others will result in either a grade of zero for that exam or failure in the course depending upon the magnitude of the academic misconduct.*



**Grading Rubrics & Submission**

All assignments will be assessed using an online rubric specific to that assignment. Please review each rubric so you understand the point distribution. All assignments must be uploaded within the original assignment in Canvas as this will link it directly to the grading rubric. ***Do not email assignments to the instructor.***

**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. Assignments more than 24 hours late. Those submitted within 24 hours incur a 20% penalty. @

**Excused late assignments:** 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. Dr. Knight awards 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.

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

***The course calendar is on the last page of this syllabus.***

Course Calendar See Canvas Assignments for Detailed Guidelines and Rubrics			
Module	Topic	Possible Points	Due Dates
<b>Module 1</b>	<b>Evolving Retail Business Models</b>		
8/29 - 9/4	Essay/Discussion Forum	60	8/31 post & 9/2 responses
	Quiz 1	25	9/4
<b>Module 2</b>	<b>Consumer Centricity</b>		
9/5 - 9/18	Essay/Discussion Forum	60	9/8 post & 9/15 responses
	Quiz 2	25	9/18
<b>Module 3</b>	<b>Omnichannel Integration</b>		
9/19 - 10/2	Essay/Discussion Forum	60	9/22 post & 9/29 responses
	Quiz 3	25	10/ 2
<b>Module 4</b>	<b>Omnichannel Supply Chain</b>		
10/3 - 10/16	Essay/Discussion Forum	60	10/6 post & 10/13 responses
	Quiz 4	25	10/16
<b>Module 5</b>	<b>Omnichannel Fulfillment</b>		
10/17 - 10/30	Essay/Discussion Forum	60	10/20 post & 10/27 responses
	Quiz 5	25	10/30
<b>Module 6</b>	<b>Omnichannel Engagement</b>		
10/31 - 11/13	Essay/Discussion Forum	60	11/3 post & 11/10 responses
	Quiz 6	25	11/13
<b>Module 7</b>	<b>Omnichannel Challenges &amp; Opportunities</b> <i>This is a short week. Note assignment and quiz date changes.</i>		
11/14- 11/22 (T)	Essay/Discussion Forum	60	11/17 post & 11/11 (Monday)
	Quiz 7	25	11/20 (Before Thanksgiving)
<i>UNT will Celebrate Thanksgiving Wednesday (11/23) through Friday (11/25)</i>			
<b>Module 8</b>	<b>Omnichannel Analysis and Evaluation</b>		
11/28 - 12/4	Use the most recent published annual report analyze and evaluate a retailer you select from a list provide (See Canvas)	100	This assignment serves at the final exam and is due before Mon (12/12) before 11:59 p.m.