DRTL 2090.501 Introduction to Digital Retail
Tuesday / Thursday 5:30 p.m. – 6:50 p.m.
Frisco Campus / Frisco Landing 234

COURSE DESCRIPTION
Survey of electronic merchandising and its application to consumer products and services for B2B and B2C. Introduction to electronic merchandising theory, terminology, resources, industry participants, and career opportunities.

Introduction to Digital Retailing is an introductory course in retail ecommerce for students who have not had a previous course in retail or merchandising.

OBJECTIVES*
After taking the class, students will be able to:
- Understand and apply theories and strategies related to consumer behavior in the global omni-channel environment
- Understand the global digital retailing environment
- Demonstrate the ability to effectively use industry-related technology applications
- Demonstrate understanding of omni-channel business strategies
- Apply problem-solving skills using quantitative and qualitative measures to address complex business situations
- Develop leadership and collaborative skills through team work
- Communicate ideas in written, oral, and visual forms using appropriate technology

* The objectives are important as your feedback will be requested at the end of the semester.

REQUIRED TEXT: **E-Commerce 2021: Business, Technology, and Society**
Laudon, Kenneth C.
Edition: 16TH 22 Publisher: RENT PEARS ISBN 13: 9780136931805

INSTRUCTOR: Jodi Herold, MBA
UNT Frisco
Jodi.Herold@unt.edu
Please email in advance to schedule an appointment

Canvas: canvas.unt.edu (online course accessory)
Please refer to CANVAS for all important announcements regarding the class.

Attendance and Participation

Because this course involves collaboration, participation is essential to learning. Our project-based activities require you to be actively engaged in discussions and group work. I understand tardiness and absences may occur. If you are late to class, please drop me an email to let me know the circumstances. If you must miss class, please let me know prior to your absence or it may be marked as unexcused.

Makeup Exams

- Makeup exams will only be given if a student contacts the instructor *prior to the exam time*. Students are required to provide sufficient paperwork to the instructor.
- A missed exam without an excused absence will result in a "0" for that exam.

Grade Determination

- Class Attendance (50 pts): Students will begin with 50 pts, 5 pts will be deducted for each unexcused absence
- Assignments (140 pts): Discussions instructions are posted through the semester
- Case Studies (60 pts): Companies included in course syllabus; subject to change to meet the objectives of the course
- Final Group Project (150 pts): Students will work as a team and explore an ecommerce strategy. Teams will complete a website evaluation report and provide an analysis of findings for the website(s) assigned, together with a SWOT analysis. Deliverables include a Power Point presentation of findings, which will be presented by the team to the class at the end of the semester. Active participation and teamwork are mandatory for this assignment.
- Exams (100 pts each, 300 pts. Total): Questions are derived from materials assigned and reviewed during the course.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

	Assignments	Points	Total
1	Class Attendance	50	
2	Assignments	140	
3	Case Studies	60	
4	Group Project	150	
	Total Assignments		400
1	Exam 1	100	
2	Exam 2	100	
3	Final Exam	100	
	Total Exams		300
EC	Optional Extra Credit Personal Slide Linked In Learning	Max 20 pts	
	TOTAL POSSIBLE POINTS (excluding extra credit)		700

All extra credit points are added to the final total points earned and are used in calculating your final grade.

Bonus Points: Students may be provided other opportunities for extra credit. Please remember you will need to follow the assignment requirements to qualify for any points.

If you are absent on the day an assignment is distributed and discussed, it is **your responsibility** to obtain the necessary information. Assignments are due in Canvas at by 11:59 p.m. on the date listed. If you will be absent from class please contact me to obtain the necessary assignment information.

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:

Total Points Possible: 700 points

A	630	700
B	560	629
C	490	559
D	420	489
F	419 and below	

Every student in this class can improve by doing their own work and trying their hardest with access to appropriate resources. Students who use other people's work without citations will be violating UNT's Academic Integrity Policy. Please read and follow this important set of guidelines for your academic success (https://policy.unt.edu/policy/06-003). If you have questions about this policy, or any UNT policy, please email me or come discuss this with me during office hours.

DRTL 2090 Introduction to Digital Retailing Fall 2023
Tentative Course Calendar
(Subject to Change to Meet Course Objectives)

Wk	Date	Topic	Reading	Assignment	Points
1	Aug 22	Introduction & Overview APA Format Review			
1	Aug 24	eCommerce & Digital Retail	Ch 1	Personal Slide	5 pts (EC)
2	Aug 29	History of eCommerce and Digital Retail		Company & Competitor Review	20 pts
2	Aug 31	Basic Technology of the Internet	Ch 2		
3	Sep 5	Digital Opportunities: SWOT Analysis *Review SWOT analysis requirements*			
3	Sep 7	Selling on the Web: Revenue Models & Online Shopper	Ch 3	Target & Revenue Models	20 pts
4	Sep 12	Digital Marketing & Online Advertising *Review for Exam 1*	Ch 6		
4	Sep 14			Exam 1	100 pts
5	Sep 19	Online Branding – O.P.E.N. Branding *Review Chevy Case Study*			
5	Sep 21	The Social Web	Ch 7	SWOT Analysis	40 pts
6	Sep 26	Retail Disruptors *Review Website Evaluation Project*			
6	Sep 28	Loyalty, CRM & Continuity *Review Starbucks Case Study*		Chevy Case Study Team Signup	30 pts
7	Oct 3	International Business			
7	Oct 5	Extreme Retailing			
8	Oct 10	User Experience & Usability *Review for Exam 2*			
8	Oct 12			Exam 2	100 pts
9	Oct 17	Policy and Security Issues	Ch 8		
9	Oct 19	Policy and Legal Issues		Starbucks Case Study	30 pts
10	Oct 24	Next Gen Digital Retail Technologies	Ch 9		
10	Oct 26	eCommerce Payments, Order Systems and Fulfillment	Ch 12	Fulfillment	20 pts
11	Oct 31	Website Evaluation Project – Team Working Session		In Class Work	

11	Nov 2	Website Evaluation Project – Team Working Session		In Class Work	
12	Nov 7	Omnichannel Retailing			
12	Nov 9	Successful Career in Digital Retailing			
13	Nov 14	Website Evaluation Project – Group Project Presentation		• Group SWOT • Project Paper • Project PPT • Peer Evaluation	40 pts 60 pts 30 pts 20 pts
13	Nov 16	Website Evaluation Project – Group Project Presentation (cont'd)			
14	Nov 21	Thanksgiving Break – no classes			
14	Nov 23	Thanksgiving Break – no classes			
15	Nov 28	Digital Job Selection		Digital Job Selection	20 pts
15	Nov 30	Digital Job Creation		Digital Trend Essay	20 pts
16	Dec 5	*Course Review and Learnings*		LinkedIn Learning Course	15 pts (EC)
16	Dec 7	*Final Exam Review*			
17	Dec 12			Final Exam	100 pts