

Fall 2024
DRTL 3090 Consumer Engagement in Digital Channels
Tuesday / Thursday 5:30 p.m. – 6:50 p.m.
Frisco Campus / Frisco Landing 420

COURSE DESCRIPTION

Students will examine emerging digital technologies and the impact on consumer experience. Emphasis is on exploration of new technologies (e.g., blogs, Customer Relationship Management) and critically evaluating their influence particularly on merchandising and hospitality management strategies.

OBJECTIVES*

The main objective of this course is to provide strategic and analytical tools that will help students gain a better understanding of the impact of emerging technologies on consumer experiences with regard to the merchandising or hospitality management function. After taking the class, students will be able to:

- Critically analyze digital channels (i.e. theoretical and analytical aspects) and its impact on and consumer experience globally.
- Analyze industry terminology and use it appropriately to design digital strategies.
- Evaluate the impact of digital channels on the multi/omni channel businesses worldwide.
- 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.

PREREQUISITE: Junior or Senior Standing

TEXT: The World Is Flat 3.0: A Brief History of the Twenty-first Century, Thomas L. Friedman

Readings will be assigned through the semester

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, points will be deducted for each unexcused absence.
- Summary Assignments (100 points) – 10 individual assignments related to course content.
- Target Market (50 pts) – this is an individual assignment.
- Customer Persona (50 pts) – this is an individual assignment.
- Customer Journey Map (50 points) – this is an individual assignment.
- Group Project (100 points) – this is a group project. Detailed project requirements will be discussed, including a paper, team presentation, and Power Point. Teams will present to the class at the end of the semester. Includes Peer Review.
- Exams (100 points each, 300 points total) – three exams will be given, each with a value of 100 points. Exam questions and essays will be derived purposefully between topics to assess the students’ familiarity with the materials presented in class.

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.

		Points	Total
1	Class Attendance	50	
2	In Class Quizzes	100	
3	Target Market	50	
4	Customer Persona	50	
5	Customer Journey Map	50	
6	Group Project	100	
	Total Assignments		400
1	Exam 1	100	
2	Exam 2	100	
3	Final Exam	100	
	Total Exams		300
EC	Optional Extra Credit	TBC	
	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.

Extra Credit: 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. Assignments

not submitted on time may result in a grade deduction. A missed assignment without an excused absence will result in a "0" for that assignment.

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) (<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.

Data Privacy

We value the privacy of our students. Students are not to submit any personally identifying information to an AI system.

This course has the following AI policy:

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.

DRTL 3090 Consumer Engagement in Digital Channels Fall 2024
Tentative Course Calendar
(Subject to Change to Meet Course Objectives)

Wk	Date	Topic	Assignment	Points
1	Aug 20 Aug 22	Introduction & Overview; APA Format Review Digital Engagement – A Brief Overview	Personal Slide	5 pts (EC)
2	Aug 27 Aug 29	Omnichannel, Multichannel & Cross Channel Company Business Models & Digital Channels		
3	Sep 3 Sep 5	Target Marketing Consumer Behavior	Assignment 1 Target Market	10 pts 50 pts
4	Sep 10 Sep 12	UX and UI Creating a Persona	Assignment 2	10 pts
5	Sep 17 Sep 19	Group Project Overview / Exam Review Exam 1	Customer Persona Exam 1	50 pts 100 pts
6	Sep 24 Sep 26	Consumer Path to Purchase Customer Journey Mapping	Assignment 3	10 pts
7	Oct 1 Oct 3	Social Media Marketing & Metrics Email Marketing & Metrics	Assignment 4 Customer Journey Map	10 pts 50 pts
8	Oct 8 Oct 10	Mobile Marketing & Metrics Display Marketing & Metrics	Assignment 5	10 pts
9	Oct 15 Oct 17	Search Marketing & Metrics Social Shopping & Product Engagement	Assignment 6	10 pts
10	Oct 22 Oct 24	Exam Review Exam 2	Exam 2	100 pts
11	Oct 29 Oct 31	Cybersecurity & Privacy Service Expectations	Assignment 7	10 pts
12	Nov 5 Nov 7	Best Practices in Digital Marketing Cultural Impact of Digital Channels	Assignment 8	10 pts
13	Nov 12 Nov 14	Digital Channel Strategy & Decision Making Working Discussion – Group Project	Assignment 9	10 pts
14	Nov 19 Nov 21	Working Session – Group Project Group Project Presentation	Group Project	100 pts
15	Nov 26 Nov 28	Thanksgiving Break – No Classes		
16	Dec 3 Dec 5	Critical Thinking & A Look Forward Final Exam Review	Assignment 10	10 pts
17	Dec 10	Final Exam	Final Exam	100 pts