

Spring 2024  
DRTL 3190 Digital Retailing Strategies  
Monday / Wednesday 5:30 p.m. – 6:50 p.m.  
Frisco Campus / Frisco Landing 456

**COURSE DESCRIPTION**

Survey of omni-channel retail strategies and their impact on the consumer experience in digital markets. Emphasis on understanding of digital technologies (e.g. Customer Relationship Management, SEO, social media metrics) and critically evaluating their influence particularly on digital merchandising strategies.

**OBJECTIVES\***

The main objective of this course is for students to gain a better understanding of omni-channel retail strategies, particularly related to consumer behavior. After taking the class, students will be able to:

- Understand the retail consumer journey pre, during and post purchase.
- Understand the digitally enabled consumer and retailer.
- Understand the challenges and opportunities faced by organizations integrating traditional and digital strategies.
- Examine digital tactical effectiveness (e.g., search engine optimization, search engine marketing, impacts of social and mobile commerce, etc).
- Analyze problems in digital channels, providing solutions and evaluation of the options.
- Understand and evaluate the balance between engagement and revenue generation.

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

**PREREQUISITE:** DRTL 2090

**TEXT:** NA  
Readings will be assigned through the semester

**INSTRUCTOR:** Jodi Herold, MBA  
UNT Frisco  
[Jodi.Herold@unt.edu](mailto: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
- In Class Quizzes (100 points) – You will have quizzes in class for chapters / lectures covered.
- Google Data Studio project (50 points) – this is an individual project.
- SEO Ranking Review (50 points) – this is an individual project. Students will examine, in real-time, search phrases for a retail company or brand and UNT and submit their findings and suggestions for improvement.
- SEM Rush Project (50 points) - This is an individual assignment. Using current research, you will examine best practices for a brand’s organic and paid SEO, identifying their successes and opportunities.
- ORM Project (100 points): This is a group project. Detailed project requirements will be discussed, including a paper and PowerPoint. Teams will present their PowerPoints to the class at the end of the semester. Includes 10 point 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 items to assess the students’ experience with reading material and familiarity with the materials presented in class such as class lectures and your notes, Power Points, video material, textbook, assigned articles, guest speakers and other assigned reading material.

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	Google Data Studio	50	
4	SEO Ranking	50	
5	SEM Rush Project	50	
6	Online Reputation Management (ORM) 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.

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. 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.

DRTL 3190 Digital Retail Strategies Spring 2024  
Tentative Course Calendar  
(Subject to Change to Meet Course Objectives)

Wk	Date	Topic	Assignment	Points
1	Jan 17	Introduction & Overview APA Format Review	Personal Slide	5 pts (EC)
2	Jan 22 Jan 24	Customer Experience Revolution The Connected Consumer Digital Marketing Fundamentals		
3	Jan 29 Jan 31	Fundamentals of Web Design Web Analytics	Quiz 1	10 pts
4	Feb 5 Feb 7	An Overview of Search SEO Strategy & Searcher Behavior	Quiz 2	10 pts
5	Feb 12 Feb 14	Search Engines / Exam Review Exam 1	Exam 1	100 pts
6	Feb 19 Feb 21	User Experience & Design / Crawlability Keyword Research	SEO Ranking Quiz 3	50 pts 10 pts
7	Feb 26 Feb 28	Local SEO Site Structure / Keyword Mapping	Quiz 4	10 pts
8	Mar 4 Mar 6	Content Optimization On Site / Off Site SEO	Quiz 5	10 pts
9	Mar 11 Mar 13	Spring Break – no classes		
10	Mar 18 Mar 20	Link Building YouTube SEO	SEM Rush Project	50 pts
11	Mar 25 Mar 27	Paid Search / Paid Social / Exam Review Exam 2	Exam 2	100 pts
12	Apr 1 Apr 3	Display Marketing Content Marketing	Quiz 6	10 pts
13	Apr 8 Apr 10	Online Reputation Management Social Media Strategies	Quiz 7	10 pts
14	Apr 15 Apr 17	Mobile Marketing Strategies Email Marketing Strategies	Quiz 8	10 pts
15	Apr 22 Apr 24	Digital Marketing Strategies Future of Search, Amazon, Voice and ORM	Quiz 9 Quiz 10	10 pts 10 pts
16	Apr 29 May 1	ORM Group Project Presentation Final Exam Review	ORM Project Google Data Studio	100 pts 50 pts
17	May 6	Final Exam	Final Exam	100 pts

