

DBUS 4090
DIGITAL MERCHANDISING
Fall 2026
MW, 12:45 PM-2:05 PM, CHIL 388

COURSE DESCRIPTION

Study and applications of merchandising in a virtual format. Emphasis on merchandising processes that convey product characteristics to the consumer from production through distribution. Development of web site using computer software.

Prerequisites: DBUS 2050 and DBUS 2080

COURSE OBJECTIVES

- To explore and identify digital components used in the production of websites.
- To explore techniques for the communication of brand, product characteristics, and image in digital channels by incorporating merchandising concepts and theory.
- To investigate current trends in digital merchandising.
- To evaluate and critic real-world e-commerce websites.
- To develop a website using identified computer software.
- To develop website design skills based on the understanding of web usability and web design principles.
- To develop website and content strategies to drive traffic to an online store and increase conversion based on the understanding of target market behavior and trends.

Instructor: Dr. Kiseol Yang
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Online: unt.instructure.com
Students must know their EUID and password to access the course Canvas.
E-mail: Kiseol.Yang@unt.edu
Office Hours: Mon & Wed, 10:00 AM-11:00 AM, or Zoom office hours by appointment
Text Book : Hunt, Ben. (2011). Convert! Designing Web Sites to Increase Traffic and Conversion. ISBN: 9780470616338
Recommended: -King, Andrew (2008). Website Optimization. ISBN-13: 9780596515089
Readings -Wood, Dave (2014). Basic Interactive Design: Interface Design. An Introduction to Visual Communication in UI Design. ISBN: 9782940411993

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:

- Class attendance is mandatory and will be checked each class period. Please be on time and remain until class is dismissed.
- An excused absence will only be granted for personal illness, death in the family, or some other extraordinary circumstances, and must be verified in writing by a physician or appropriate authority.

- Students are responsible for any announcement and getting materials during their absence of class.
- **Missing class more than six times will drop the final grade by one letter grade (for example, if the student earned a grade of “B” in the course, the final grade would be a “C”).**

Assignments

- All assignments should be submitted to the instructor by the beginning of the class on the due date. After beginning of the class, all assignments are considered as late assignments and will be penalized 10% for each class calendar day.
- No excuse will be allowed for a late assignment and will not be accepted after a week of the original due date, resulting in a “0”.
- All written assignments (except for in-class activity) must be typed, double-spaced, one inch margin on all sides, and 12-point font.

AI Policy: 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. Dr. Yang will monitor AI use and will check student work for ethical use according to the following policies.

- More than 30% of AI generated content used in your work without any citations will be considered plagiarism and no credit will be given to the assignment.
- If you have a work using generative AI generated content, you must disclose and cite its use by including citations in [APA style](#), but Generative AI content will still limit less than 30 % of your work although you provide citations.
- When you cite generated AI generated content, please use the following APA style:
 -In-text citation: (Name of the Generative AI Platform, Year).
 -Reference:
 Name of the Generative AI Platform. (year). *Name of the Generative AI Tool* (date version) [Large language model]. The URL for the Generative AI Tool
 For example. If you use ChatGPT, the in-text citation and reference format will be:
 -In-text citation: (OpenAI, 2023)
 -Reference:
 OpenAI. (2023). *ChatGPT* (Mar 14 version) [Large language model]
<https://chat.openai.com/chat>
- When you cite the content from Generative AI, it is your responsibility for checking fictitious information, being wrong, and oversimplified, low quality, or generic results before submitting the assignment. Be aware that Generative AI also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet.
- To protect student data privacy, students are prohibited from the submission of personally identifying information to Generative AI systems.

Makeup Exams

- Makeup exams will be given only if a student contacts the instructor prior to the exam time. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, and court appearance) to the instructor.

- A missed exam without an excused absence will result in a “0” for that exam.

Course Activity	Pts. Available
Class Attendance	50
In-class Activity	50
SmartBrief News Summary & Presentation	20
Capstone Project (Group evaluation)	200
Final Presentation (Group evaluation)	50
Peer Evaluation (Individual evaluation)	50
American Airline User Interface Redesign	100
Figma Assignments	30
Exam I	100
Exam II	100
Final Exam	100
Total	850 pts

Grading scale: The final semester grade will be determined as follows:

A = 90-100% (765 pts -850 pts)

B = 80-89% (680 pts - 764 pts)

C = 70-79% (595 pts-679 pts)

D = 60-69% (510 pts-594 pts)

F = 59% or below (509 pts or under)

DBUS 4090: Tentative Course Schedule*

Week	Dates		Topic	Assignment Due
1	Aug	17	Course Introduction & Creating a Successful Website (Chapter 1)	
		19	An Overview of the Web and Digital Merchandising	
2		24	Capstone Project Overview and Capstones 1 & 2	Capstone Project Group
		26	Expanding your Reach (Chapters 3 & 4)	In-class activity 1
3	Sept	31	Planning and Developing a Website	
		2	Understanding the Brand	Capstones 1 & 2 In-class activity 2
4		7	Labor Day (No class)	
		9	Website Strategies (Chapters 4 & 5)	
5		14	Content Strategy 1: Content Creation	
		16	Content Strategy 2: Content Segmentation	
6		21	Exam I-Lectures on Aug 17, 19, 26, 31, & Sept 2	
		23	Content Strategy 3: Designing for Customer Attention (Chapter 7)	Capstones 3 & 4 In-class activity 3
7		28	User Interface Design 1	
		30	User Interface Design 2	
8	Oct	5	Web Usability	
		7	Lab: User Interface Design & FigJam	
9		12	Lab: User Interface Design & FigJam	
		14	Lab: Capstones 7 & 8	Capstones 5 & 6
10		19	Lab: Figma	Figma Assignment 1
		21	Lab: Figma	Figma Assignment 2
11		26	Lab: Figma	Figma Assignment 3
		28	Web User Experience & Website Review	AA UX Assignment
12	Nov	2	Exam II-Lectures on Sept 9, 14, 16, 23, 28, & 30	
		4	Lab: Capstones 9 & 10	Capstones 7 & 8
13		9	User Interface Design Presentations (AA UX team)	
		11	Lab: Capstones 9 & 10	
14		16	Designing Effective Online Stores (Chapters 8, 9, & 10)	In-class activity 4
		18	Lab: AI Selling Agent	Capstones 9 & 10
15	Dec	30	Usability Testing & Refining Capstone Project Website	
		2	Website Presentations	Final Capstone Project Revision
16		7	Final Exam 10:30 am -11:30 am (Lectures on Oct 5, Oct 28, & 16)	

* This course schedule is subject to change when the instructor determines it necessary for this course benefits. Other assignments may be added as deemed necessary to meet the course objectives.