DRTL 4090
DIGITAL MERCHANDISING
Fall 2023
MW, 12:00 PM-1:20 PM, CHIL 387

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 website using computer software. Prerequisites: DRTL 2090 and DRTL 2080

COURSE OBJECTIVES (CMHT Global College Level Outcome)

- To explore and identify digital components used in the production of websites (Critical Thinking).
- To explore techniques for the communication of brand, product characteristics, and image in digital channels by incorporating merchandising concepts and theory (Effective Communication).
- To investigate current trends in digital merchandising (Critical Thinking & Global Perspectives).
- To evaluate and critic real-world e-commerce websites (Critical Thinking).
- To develop a website using identified computer software (Collaboration).
- To develop website design skills based on the understanding of web usability and web design principles (Collaboration).
- 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 (Critical Thinking & Leadership).

Instructor:	Dr. Kiseol Yang
Office:	Chilton 330 M
Phone:	Main office: (940) 565-2436
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: 1:30 PM-2:30 PM, or 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.
- Use of AI generated content: No credit will be given to an assignment which includes more than 30 % AI generated content.

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 (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
Content Creation and User Interface Design	50
Website Review	40
LiquiFire OS Assignments	30
Exam I	100
Exam II	100
Final Exam	100
Total	**840 pts**

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

A = 90-100% (756 pts-840 pts)
B = 80-89% (672 pts-755 pts)
C = 70-79% (588 pts-671 pts)
D = 60-69% (504 pts-587 pts)
F = 59% or below (503 pts or under)

DRTL 4090: Tentative Course Schedule*

Week	Dates		Topic	Assignment Due
1	Aug	21	Course Introduction & Creating a Successful Website (Chapter 1)	
		23	An Overview of the Web and Digital Merchandising	
2		28	Capstone Project Overview and Capstones 1 & 2	Capstone Project Group
		30	Expanding your Reach (Chapters 3 & 4)	In-class activity 1
3	Sept	4	Labor Day (No class)	
		6	Planning and Developing a Website	
4		11	Understanding the Brand	In-class activity 2
		13	No Class (Career Expo)	
5		18	Website Strategies (Chapters 4 & 5)	Capstones 1 & 2
		20	Content Strategy 1: Content Creation	
6		25	**Exam I-Lectures on Aug 21, 23, 30, Sept 6 & 11**	
		27	Content Strategy 2: Content Segmentation	
7	Oct	2	Content Strategy 3: Designing for Customer Attention (Chapter 7)	Capstones 3 & 4 In-class activity 3
		4	User Interface Design 1	
8		9	User Interface Design 2	
		11	Lab: User Interface Design	Content Creation & Interface Design
9		16	Lab: Capstones 7 & 8	Capstones 5 & 6
		18	Lab: Capstones 7 & 8	
10		23	Lab: E-Commerce Imaging Solution (LiquiFire OS)	LiquiFire OS Assignment 1
		25	Lab: E-Commerce Imaging Solution (LiquiFire OS)	LiquiFire OS Assignment 2
11		30	Lab: E-Commerce Imaging Solution (LiquiFire OS)	LiquiFire OS Assignment 3
	Nov	1	**Exam II-Lectures on Sept 18, 20, 27, Oct 2, 4, & 9**	
12		6	Designing Effective Online Stores (Chapters 8, 9, &10)	In-class activity 4
		8	Lab: Capstones 9 & 10	Capstones 7 & 8
13		13	Lab: Capstones 9 & 10	
		15	Web Usability	
14		27	Web User Experience & Website Review	
		29	Lab: Usability Test & Capstone Project Website	Capstones 9 & 10 In-class activity 5
15	Dec	4	Refining Capstone Project Website	
		6	Website Presentations	Final Capstone Project Revision
16		13	**Final Exam 11:00 am -12:00 pm (Lectures on Oct 23, 25, 30, Nov 6, 15, & 27)**	

* 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.