

DRTL 2090 - Introduction to Digital Retailing
Spring 2018
Lecture: Tuesday / Thursday, 9:30 AM- 10:50 AM, LIFE A304

COURSE DESCRIPTION

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

COURSE OBJECTIVES

- Understand the digital retailing environment and its phases of development
- Identify and understand how digital retailing is applied along with its advantages and disadvantages for consumer products and services.
- Identify digital retailing revenue and business models.
- Understand digitally connected, agile consumer behavior
- Define and comprehend terminology applicable to the field of digital retailing in written and oral forms.
- Learn how to evaluate the online store.
- Assess career opportunities in digital retail.
- Examine current trends and issues in digital retail.

Instructor: Ms. Linda Mihalick, M.S.

Office: Chilton 355B

Phone: Office: (940) 565-2433, Main office: (940) 565-2436

E-mail: linda.mihalick@unt.edu Please use your Eagle Mail account when contacting me, not the Blackboard message system. Use the subject line to identify yourself and the course number.

Blackboard: Students must know their EUID and password to access the course on Blackboard.

Office Hours: T: 11:00 am -12:00 noon or by appointment
TH: 11:00 am -12:00 noon or by appointment
Please email to let me know you are coming. Unanticipated events can occur.

Textbook: Schneider, G. (2015). Electronic Commerce. 12th edition.
ISBN: **978-1-305-86781-9**. Other readings will be assigned.

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:

- Attendance is required and taken every class period either via a roll sheet or record of the in-class quiz. If you forget to sign the roll sheet, you will have to take the absence. Sign the roll sheet and turn in quizzes only for yourself. Forging another student's name is a form of cheating and will be reported to the Dean of Students. Class starts on time. Arriving after class has started disrupts other students and the presenter, and is not considered in attendance.
- Students should remain in class 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. These documents need to be presented to the instructor on the day the student resumes classes. Documented emergencies, deaths, and illness are considered excused absences. The instructor also reserves the right to excuse a student from class on an individual basis with appropriate documentation and advance notification.
- You are responsible for attending each class meeting and securing any announcements and lecture notes from another student if you miss class.
- Note there are **50 attendance points** factored into the final grade.
- Students who have four or more unexcused University absences can be dropped from the course.

Assignments:

- All assignments are to be submitted (**hard copy**) to the instructor by the beginning of the class on the due date. After the 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. Assignments will not be accepted after one week from the original due date, resulting in a "0".
- It is YOUR responsibility to keep up with the due dates. If there are any changes, they will be posted on Blackboard.
- **All written assignments must be typed, double-spaced, one inch margin on all sides, and 12-point font.**
- Please use APA for all assignments. Quotes should be paraphrased in your words, not directly copied from the reference. You cannot quote the content of an entire paragraph from the same article, no matter how good it is. Sources should be authoritative industry or scholarly. Wikipedia is not an acceptable source. A good resource for APA standards is owl.english.purdue.edu/owl/
- The number of pages can vary. As a "rule of thumb", assignments should be concise and fact-based.
- All assignments are also to be submitted via Blackboard prior to the class held on the due date. The Blackboard assignment link closes at the start of class on the due date unless otherwise stated.
- For the team assignment, only one paper is needed per group.
- If you are planning to drop the class due to any reason, please send your team a specific email and copy me.

Makeup Exams:

- Makeup exams will only be given if a student contacts the instructor via email or in person prior to the exam time. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, court appearance) to the instructor.
 - A missed exam without an excused absence will result in a "0" for that exam.
-

Course Etiquette:

- Students are not allowed to use their cell phones, headphones, PDA's, mp3 players, or other handheld devices. They must be turned off and put away out of sight during class.
- **Laptops, tablets, and notebook PC's may be used only for note taking. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**

Grade Determination:

- **Class Attendance (50 pts):** Students will lose 5 pts for each unexcused absence.
- **In Class Quizzes (33 pts):** Quizzes will be given at the end of 11 different class sessions. These will be recorded also as the record of attendance on those days. Bring paper and pen to record and turn in your quizzes.
- **SWOT Analysis (50 pts):** SWOT analysis technique will be used to identify digital retail opportunities.
- **Digital Career Connection Report (100 pts):** Students will investigate one area of the digital retailing industry (e.g., website management, digital marketing, fulfillment, search engine optimization, usability) and submit a report of the experience.
- **Fulfillment Center Field Trip (20 pts):** Both participation in the field trip and completion of an online quiz are required to earn credit.
- **Website Evaluation Group project (120 pts):** Students will explore an eCommerce website and a competitor website. Students will complete a Web site evaluation report for each and provide a critique of what they find at each site along with a SWOT. Also required will be a PowerPoint presentation with the findings, including the SWOT, which will be presented as a group in class.
- **Exams (120 pts each/360 total pts):** Three exams will be given, each with a value of 120 points. Exam questions 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. Final is mandatory.

Course Activity	Pts Available	Pts Earned
Class Attendance	50	
Class Quizzes	33	
SWOT Analysis	50	
Digital Career Connection Report	100	
Fulfillment Center Field Trip	20	
Website Evaluation Group Project	120	
Exam 1	120	
Exam 2	120	
Final Exam	120	
Total	733 pts.	

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

A = 90-100% (660 pts-733 pts)
B = 80-89.9% (587 pts-659 pts)
C = 70-79.9% (514 pts-586 pts)
D = 60-69.9% (440 pts-513 pts)
F = 59.9% or below (439 pts or under)

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 bonus points.

DIGITAL RETAILING PROGRAM OBJECTIVES

- Graduates will be able to understand and apply theories and strategies related to consumer behavior in the omni-channel environment
 - Graduates will be able to understand the digital retailing environment
 - Graduates will be able to demonstrate the ability to effectively use industry related technological applications
 - Graduates will be able to demonstrate understanding of omni-channel business strategies
 - Graduates will be able to apply problem solving skills using quantitative and qualitative measures to address complex business situations
 - Graduates will be able to demonstrate the ability to work in a team environment through proficiency in written, oral, leadership, and interpersonal communications
-

**DRTL 2090: Introduction to Digital Retailing
Spring 2018 Tentative Course Schedule*****

Week	Dates		Topic	Reading	Assignment Due Dates
1	Jan	16	Introduction & Syllabus/Assignments/Quizzes		
	Jan	18	What is eCommerce and Digital Retail?	Chap 1	Personal Slide Due
2	Jan	23	History of eCommerce		
	Jan	25	Basic Technology of the Internet	Chap 2	
3	Jan	30	Digital Opportunities: SWOT Analysis Digital Career Report Requirements		
	Feb	1	Selling on the Web: Revenue Models	Chap 3	
4	Feb	6	Selling on the Web: The Online Shopper		SWOT Analysis Due
	Feb	8	eCommerce Fulfillment		
5	Feb	13	eCommerce Warehouse Fulfillment Field Trip		
	Feb	15	Exam #1		
6	Feb	20	Digital Marketing Basics	Chap 4	
	Feb	22	The Social Web	Chap 6	
7	Feb	27	Online Branding – OPEN Branding	O.P.E.N.	
	Mar	1	Extreme Retailing		Career Proj Info Due
8	Mar	6	Loyalty, CRM and Continuity		
	Mar	8	Leaders & Laggards		
9	Mar	13	Spring Break		
	Mar	15	Spring Break		
10	Mar	20	Exam #2		
	Mar	22	International Business		
11	Mar	27	Policy and Legal Issues	Chap 7	
	Mar	29	Policy and Security Issues	Chap 10	
12	Apr	3	The Power of LinkedIn		
	Apr	5	Successful Career in Digital Retailing		
13	Apr	10	User Experience and Usability		Career Project Due
	Apr	12	The Next Gen of Digital Retail Technologies		
14	Apr	17	Website Evaluation Group Project Work		
	Apr	19	Consumer Experience Symposium		Mandatory
15	Apr	24	The Next Gen of Digital Retail Technologies		
	Apr	26	Website Evaluation Group Project		Website Evaluation Due
16	May	1	Website Evaluation Group Project		
	May	3	Website Evaluation Group Project		
	May	10	FINAL EXAM		8:00 am – 10:00 am

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