



DEPARTMENT OF MERCHANDISING
& DIGITAL RETAILING
College of Merchandising,
Hospitality & Tourism

DRTL 2090 - Introduction to Digital Retailing
Fall 2020

Class Meetings: Monday / Wednesday, 8:30 AM- 9:50 AM, Remote Synchronous

COURSE DESCRIPTION (3 credit hours)

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 the phases of development
- Identify and understand how digital retailing is applied along with its advantages and challenges for consumer products and services.
- Identify digital retailing revenue and business models.
- Understand digitally connected, agile consumer behavior
- Learn the 'Language of eCommerce', defining and comprehending industry terminology applicable to the field of digital retailing.
- Learn how to evaluate eCommerce websites.
- Examine current trends and issues in digital retail.
- Learn about digital retail industry career opportunities and employment strategies

INSTRUCTOR: Ms. Linda Mihalick, M.S.
OFFICE: Chilton 330G
PHONE: Office: (940) 565-2433, Main office: (940) 565-2436
EMAIL: linda.mihalick@unt.edu Please use your Eagle Mail account when contacting me, not the Canvas message system. When sending an email, please use the subject line: **DRTL 2090 Student – Fall 2020** to identify yourself and the course number.

CANVAS: Students must know their EUID and password to access the course on Canvas. Do not try to manage the course through smartphone.

OFFICE HOURS: M, W: 11:00 am – 1:00 pm or by appointment
During typical semesters, we meet in my office in person. However, during this semester we will meet via Zoom. I will be available regularly during these times, **email** and I will set up a private Zoom link. I can also meet during other times if these do not work for your schedule, just email to co-ordinate.

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

COURSE POLICIES AND GENERAL INFORMATION

This is a **remote synchronous course** and you are expected to attend the full class period via your computer with camera and audio, remaining engaged in each class meeting for your optimal learning.

INSTRUCTOR COMMITMENT AND EXPECTATIONS

I have a teaching philosophy based on mutual respect. I set high expectations for you and myself and I believe every student has the ability to meet that standard. You will find I am committed to your success and will respond promptly to emails, provide engaging classroom experiences and offer clear instructions to guide your learning. For your part, I expect that you stay organized, be present at the beginning of class and stay until the end, turn assignments in on time and of the best quality possible, engage in the learning process, always conduct yourself professionally and be kind and patient to everyone in our class. To be successful, you should not only be physically present on Zoom but be alert, prepared and engaged.

ATTENDANCE:

- The way to be successful in this class is to show up for every Zoom class meeting on time, be present, prepared and engaged. When you arrive to class, go to the chat function and type “Here”. This will automatically save to a record for me. Attendance is also taken every class period via the automatically generated Zoom login/logout report. **Class starts on time at 8:30.** At the beginning of **every class** are announcements, assignment and deadline reminders, discussions and clarifications. **If you login late and that day’s presentation has already begun, you have missed out on all this helpful information.** Historically, students who take this simple action find they stay organized, on track and experience low stress.
- Students should remain logged in with camera and sound until the Zoom class ends. Logging in after class has started or leaving before the class ends is not considered in attendance.
- 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 emailed to the instructor on the day the student resumes classes. Documented emergencies, illness and attendance of a

funeral (funeral program required, not a weblink to an obituary) 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 notes from another student if you miss class.
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ASSIGNMENT GUIDELINES:

- All assignments are to be submitted via Canvas **prior to class on the due date**. The Canvas assignment link **closes at the start of class on the due date** unless otherwise stated. After the beginning of the class, all assignments are considered as late assignments and will be penalized 10% for each day after.
 - Assignments will not be accepted after 3 days beyond 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 Canvas.
 - Grading Rubrics - your best path to a great grade! Continually refer to it and 'pretend' you are the grader of your own assignment, using it before you turn in your work.
 - **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 to review APA standards is owl.english.purdue.edu/owl/
 - 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.
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MAKEUP EXAMS:

- Makeup exams will only be given if a student contacts the instructor via email 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 ZOOM ETIQUETTE:

- Be aware of your surroundings. Your professor and classmates can also see BEHIND you.
 - Do your best to attend class in a quiet, undistracted environment, turning off external background noise such as TV or being in an open shared space with people interrupting you
 - Take full advantage of the class you are paying for just as you would in person
 - Position your camera correctly so we can see your face, not the ceiling or a blank wall
 - Use the Chat feature to ask questions, comment, be supportive and friendly
 - If you don't have anything nice to say...
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GRADE DETERMINATION:

- **In Class Quizzes (33 pts):** Immediate Mastery Quizzes will be given during 11 different class sessions via the Polling feature.
- **eCommerce SWOT Analysis (50 pts):** The SWOT analysis technique will be used to identify digital retail opportunities for an assigned retailer.
- **The Cost of Instant Gratification (110 pts):** Students will explore the appeal and environmental impacts of shipping direct to the consumer, including those from warehouses, packaging waste and fuel burn and will submit a critical analysis paper of their findings.
- **Digital Job I Might Want (10 pts):** In-class assignment
- **LinkedIn Profile Peer Critique (10 pts):** In-class assignment
- **Website Evaluation Group Project (120 pts):** Students will work as a team and explore an eCommerce website and a competitor website. Student teams will complete a website evaluation report for both companies 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 team to the class at the end of the semester. Active participation is mandatory for passing the course.
- **Exams (100 pts each/300 total pts):** Three exams will be given, each with a value of 100 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.

Assignments (52.6 % of Grade)		Points
1	In Class Quizzes	33
2	eCommerce SWOT Analysis	50
3	The Cost of Instant Gratification	110
4	Digital Job I Might Want	10
5	LinkedIn Profile Peer Critique	10
6	Website Evaluation Group Project	120
Total Possible Assignment Points		333
Exams (47.4 % of Grade)		
1	Exam 1	100
2	Exam 2	100
3	Final Exam	100
Total Possible Exam Points		300
Optional Extra Credit	1. Complete and submit Personal Slide (5 points) 2. Complete and submit certificate of assigned LinkedIn Learning Course (10 points)	MAX 15 points
Total Possible Points in Course (extra credit added to actual points earned)		633

Course Grades¹

Letter Grades	Percentages	Required Points
A	90 – 100	570 – 633
B	80 – 89	507 – 569
C	70 – 79	444 – 506
D	60 – 69%	380 – 443
F	59% and below	379 and below

¹ All extra credit points are added to the final total points earned and are used in calculating your final grade.

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