



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

**DRTL 2090 - Introduction to Digital Retailing
Fall 2021**

Class Meetings: Monday / Wednesday, 8:30 AM- 9:50 AM, BLB 170

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 2021** 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: T, TH: 11:00 am – 1:00 pm 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 POLICIES AND GENERAL INFORMATION

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 but be alert, prepared and engaged.

ATTENDANCE:

- The way to be successful in this class is to show up for every class meeting on time, be present, prepared and engaged. Attendance is 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.
- **Class starts on time at 8:30. At the beginning of every class** are announcements, assignment and deadline reminders, discussions and clarifications. **If you arrive 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. 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 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.
- There are **50 attendance points** factored into the final grade.
- Covid-19 – This will likely be a unique semester for all of us with the virus still not eradicated. The university has put in place processes should you become exposed or test positive to the degree you feel it would affect your attendance or keeping up with materials. If either of these occur, these would be your steps and actions for this course:
 - Immediately notify me via email
 - I will immediately provide your information to the UNT Dean of Students and CARE team.
 - They will immediately get you into the process for **contact tracing, testing and possible quarantining**. You would **receive direct information from them** on how the university is handling all cases and your next steps.

- Once they have informed you that you are non-positive, you should email me the negative Covid test. I can then formulate the plan for any work you were not able to complete during your Covid-positive time.
-

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 unless otherwise stated. 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.
-

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 ETIQUETTE:

- Students should not use their cell phones, headphones, PDA's, mp3 players, or other handheld devices. They should be turned off and put away out of sight during class.
 - Laptops, tablets, and notebook PC's may be used only for note taking.
 - When class visitors and classmates are presenting, all phones and laptops should not be out, unless otherwise specified.
-

GRADE DETERMINATION:

- **Class Attendance (50 pts):** Students start the semester with 50 points. 5 points from the possible 50 will be deducted at the end of the semester for each unexcused absence.
- **In Class Quizzes (33 pts):** Immediate Mastery Quizzes will be given in 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.
- **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 (56.1 % of Grade)		Points
1	Attendance	50
2	In Class Quizzes	33
3	eCommerce SWOT Analysis	50
4	The Cost of Instant Gratification	110
5	Digital Job I Might Want	10
6	LinkedIn Profile Peer Critique	10
7	Website Evaluation Group Project	120
Total Possible Assignment Points		383
Exams (43.9 % 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 evidence of LinkedIn Learning Course (10 points)	MAX 15 points
Total Possible Points in Course (extra credit earned will be added to actual final points)		683

Course Grades¹

Letter Grades	Percentages	Required Points
A	90 – 100	615 – 683
B	80 – 89	547 – 614
C	70 – 79	479 – 546
D	60 – 69%	411 – 478
F	59% and below	410 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