

<p style="text-align: center;"><b>DRTL 2090 - Introduction to Digital Retailing</b> <b>Spring 2019</b> <b>Class Meetings: Tuesday / Thursday, 9:30 AM- 10:50 AM, CURY 104</b></p>
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**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 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

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**Instructor:** Ms. Linda Mihalick, M.S.

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

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

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

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

**Textbook:** Schneider, G. (2015). Electronic Commerce. 12<sup>th</sup> 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.

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### 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 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.
- **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/](http://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 Canvas prior to the class held on the due date. The Canvas 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.

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### 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.
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### 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. Violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**
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### Grade Determination:

- **Class Attendance (50 pts):** Students will lose 5 pts from possible 50 for each unexcused absence.
- **In Class Quizzes (33 pts):** Immediate Mastery 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 for an assigned retailer.
- **Digital Career Connection Report (110 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.
- **Consumer Experience Symposium Questions (10 pts):** Details will be provided.
- **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 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 team 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	110	
Consumer Experience Symposium Questions	10	
Website Evaluation Group Project	120	
Exam 1	120	
Exam 2	120	
Final Exam	120	
<b>Total</b>	<b>733 pts.</b>	

**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.

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### **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
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