



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

**DRTL 2090 - Introduction to Digital Retailing
Spring 2020**

Class Meetings: Tuesday / Thursday, 9:30 AM- 10:50 AM, Cury 203

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

Instructor: Ms. Linda Mihalick, M.S.

Office: Chilton 330G

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 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 – 1:00 pm or by appointment
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 REQUIREMENTS AND GENERAL INFORMATION

This is an in-person course and you are expected to attend for the full class period and participate in each class meeting.

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. **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, 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.
 - 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/
 - 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 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 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.
- **SWOT Analysis (50 pts):** The SWOT analysis technique will be used to identify digital retail opportunities for an assigned retailer.
- **Career Connection LinkedIn Search (10 pts):** 'Find Your Person' In-class assignment, must be present.
- **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.
- **LinkedIn Profile Peer Critique (10 pts):** In-class assignment, must be present.
- **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 in class at the end of the semester.
- **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.

Course Activity	Pts Available	Pts Earned
Class Attendance	50	
Class Quizzes	33	
SWOT Analysis	50	
Digital Career Connection LinkedIn Search	10	
Digital Career Connection Report	110	
LinkedIn Profile Peer Critique	10	
Website Evaluation Group Project	120	
Exam 1	100	
Exam 2	100	
Final Exam	100	
Total	683 pts	

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

A = 90.0-100% (615 pts-683 pts)
B = 80.0-89.9% (547 pts-614 pts)
C = 70-79.9% (479 pts-546 pts)
D = 60-69.9% (410 pts-478 pts)
F = 59.9% or below (409 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
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