



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

DRTL 3190 – Digital Retailing Strategies  
Fall 2021

Class Meetings: Monday / Wednesday 3:30 PM - 4:50 PM, Hickory 252

**COURSE DESCRIPTION** (3 credit hours):

Survey of omni-channel retail strategies and their impact on the consumer experience in digital markets. Emphasis on understanding of digital technologies (e.g. Customer Relationship Management, SEO, social media metrics) and critically evaluating their influence particularly on digital merchandising strategies.

**COURSE OBJECTIVES**

The main objective of this course is for students to gain a better understanding of omni-channel retail strategies, particularly related to consumer behavior. After taking the class, students will be able to:

- Understand the retail consumer journey pre, during and post purchase.
- Understand the digitally enabled consumer and retailer.
- Understand the challenges and opportunities faced by organizations integrating traditional and digital strategies.
- Examine digital tactical effectiveness (e.g., search engine optimization, search engine marketing, impacts of social and mobile commerce, etc).
- Analyze problems in digital channels, providing solutions and evaluation of the options.
- Understand and evaluate the balance between engagement and revenue generation.

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**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 3190 Student – Fall 2021** to identify you and the course.

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

**OFFICE:** T, TH: 11:00 am – 1:00 pm or by appointment  
**HOURS:** Please email to let me know you are coming. Unanticipated events can occur.

**TEXTBOOK:** The Art of SEO, Enge, Eric, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin (2015). 3rd edition  
ISBN: **978-1-491-94896-5** Other readings will be assigned.

**PREREQUISITE:** DRTL 2090

## COURSE REQUIREMENTS 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 the 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.

### 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 3:30. 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 Dean of Students and the UNT 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.
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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 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 for APA standards is [owl.english.purdue.edu/owl/](http://owl.english.purdue.edu/owl/)
  - For the two team assignments, only one paper and one powerpoint 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.
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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.
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## 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.
- **Case Study Peer Review (10 Pts):** There are 2 projects that will be completed as a team. Each has a requirement of a peer review that is worth 10 points. The peer review should be loaded on Canvas on the assignment due date. Points will be given based on both turning in the peer review on time and the feedback provided by your other team members.
- **Case Study Strategy Project (90 Points):** This is a team project. Students will examine a digital agency's client methods, be presented a case study in class and submit their proposal for a new client.
- **SEO/SEM CRM Project (120 points):** This is a team project. Detailed project requirements will be discussed, including a paper and powerpoint. Teams will present their powerpoints to the class at the end of the semester. Includes 10 point Peer Review.
- **SEO Ranking Review (35 points):** This is an individual assignment. Students will examine, in real-time, search phrases for a retail company or brand and UNT and submit their findings and suggestions for improvement.
- **SEO Brand Review Project (100 points):** This is an individual assignment. Using your book and current research, you will examine best practices for a brand's organic and paid SEO, identifying their successes and opportunities.

**Exams (300 points):** Three exams will be given, each with a value of 100 points. Exam questions and essays 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.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments change the total points for the class will change.

Assignments (59.3 % of Grade)		Points
1	Attendance	50
2	In Class Quizzes	33
3	Case Study Peer Review	10
4	Case Study Strategy	90
5	SEO/SEM CRM + Peer Review	120
6	SEO Ranking Review	35
7	SEO Brand Review	100
Total Possible Assignment Points		<b>438</b>
Exams (40.7 % of Grade)		
1	Exam 1	100
2	Exam 2	100
3	Final Exam	100
Total Possible Exam Points		<b>300</b>
Optional Extra Credit	1. Complete and submit Personal Slide (5 points)	5 points
Total Possible Points in Course (extra credit added to actual points earned)		<b>738</b>

### Course Grades<sup>1</sup>

Letter Grades	Percentages	Required Points
A	90 – 100	665 – 738
B	80 – 89	591 – 664
C	70 – 79	517– 590
D	60 – 69%	443 – 516
F	59% and below	442 and below

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