



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

**DRTL 3190 – Digital Retailing Strategies
Spring 2020**

Class Meetings: Tuesday / Thursday 2:00 - 3:20 PM, BLB 010

COURSE DESCRIPTION (3 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.

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.

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. Do not try to manage the course through smartphone.
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.
Required Text:	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.
Prerequisites:	DRTL 2090

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. **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 (not PowerPoints) 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 the class held on the due date. The Canvas assignment link closes at the start of class on the due date.
 - For team assignments, 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 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.
 - 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 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.
- **Peer Reviews (30 Pts):** There are 4 projects throughout the semester that will be completed with your team. Each has a requirement of a peer review that is worth 10 points. The peer review should be handed to the instructor on the due date in class. Points will be given based on both turning in the peer review on time and the feedback provided by your other team members.
- **SEO/SEM articles (25 points):** Each student team will sign-up for presenting a relevant article in class on designated dates. The article cannot be more than 2 months old. The article needs to relate to SEO/SEM and should deal with either the retail and/or the hospitality industries. The team will create a 10 minute PowerPoint. Bring your presentation to class on a thumb drive. **Email the PowerPoint to the instructor by 1:00 pm the day it is due.**
- **Case Study Strategy Project (80 Points)** – This project will be presented in class by iProspect and will be due at the field trip class.
- **Real Life Case Study: (100 points):** Student teams will attend the presentation by a local business and create a marketing/SEO plan. The top four teams will be selected to present to the company. More details will be provided in class.
- **Google AdWords Project (120 points):** This is a capstone project and will require intensive teamwork throughout the semester. You will be working with a non-profit company. Detailed project requirements will be discussed throughout the semester.

Exams (300 points): 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.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

Grade Scale: The final semester grade will be determined as follows:

Total Points Possible: 738 points

A = 90-100% (665 pts-738 pts)

B = 80-89.9% (591 pts-664 pts)

C = 70-79.9% (517 pts-590 pts)

D = 60-69.9% (443 pts-516 pts)

F = 59.9% or below (442 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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