



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

DRTL 3190 – Digital Retailing Strategies
Spring 2021

Class Meetings: Tuesday / Thursday 2:00 PM - 3:20 PM, Remote Synchronous

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.

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 – Spring 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: During typical semesters, we meet in my office in person. However, during this semester we will meet via Zoom. I will be available regularly during these times, **email** and I will set up a private Zoom link. I can meet during other times if these do not work for your schedule, just email to co-ordinate.

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

This is a **remote synchronous course** and you are expected to attend the full class period via your computer with camera and audio, remaining engaged in each class meeting for your optimal learning.

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. To be successful, you should not only be physically present on Zoom but be alert, prepared and engaged.

ATTENDANCE:

- The way to be successful in this class is to show up for every Zoom class meeting on time, be present, prepared and engaged. You will register and login to each class via the link I send before each class. Attendance and time attended is taken every class period via the automatically generated Zoom login/logout report. **Class starts on time at 2:00. At the beginning of every class** are announcements, assignment and deadline reminders, discussions and clarifications. **If you login 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.
- Students should remain logged in with camera and sound until the Zoom class ends. Logging in after class has started or leaving before the class ends is not considered in attendance.
- 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.

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. 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/
- 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.

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 ZOOM ETIQUETTE:

- Be aware of your surroundings. Your professor and classmates can also see BEHIND you.
- Do your best to attend class in a quiet, undistracted environment, turning off external background noise such as TV or being in an open shared space with people interrupting you
- Take full advantage of this class you are paying for just as you would in person
- Position your camera correctly so we can see your face, not the ceiling or a blank wall
- Use the Chat feature to ask questions, comment, be supportive and friendly
- If you don't have anything nice to say...

GRADE DETERMINATION

- **In Class Quizzes (33 pts):** Immediate Mastery Quizzes will be given during 11 different class sessions via the Polling feature.
- **Peer Reviews (20 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 (80 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.
- **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 are not provided the total points for the class will change.

Assignments (56.4 % of Grade)		Points
1	In Class Quizzes	33
2	Peer Review Case Study Strategy	10
3	Case Study Strategy	90
4	SEO/SEM CRM	120
5	SEO Ranking Review	35
6	SEO Brand Review	100
Total Possible Assignment Points		388
Exams (43.6 % 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)	5 points
Total Possible Points in Course (extra credit added to actual points earned)		688

Course Grades¹

Letter Grades	Percentages	Required Points
A	90 – 100	620 – 688
B	80 – 89	551 – 619
C	70 – 79	482 – 550
D	60 – 69%	413 – 481
F	59% and below	412 and below

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