
University of North Texas
Department of Merchandising & Digital Retailing
MDSE 4000.002 Global Discovery: Digital Study Tour
Course Syllabus for Summer 3 Week Maymester 2017

Description: Experience eCommerce retailer and digital industries through visits to leading eCommerce retail, social media and digital corporate headquarters, retail technology consumer testing store environments and technology work campuses. Includes field study in industry centers for ecommerce and technology in selected U.S. or international destinations. Designed to engage students in an intense study of an area pertinent to the field of digital retailing. Pre-trip class sessions required.

Meetings:

| | |
|-----------|--|
| March 21 | 4:00 pm – book airline tickets, Digital Retailing Center |
| May 17 | 8:30 am - 1:00 pm, Chilton 332 |
| May 21-25 | Class travels to and meets in Seattle, Portland, San Francisco |

Suggested References:

Lonely Planet Seattle, Edition 7 2017. Lonely Planet Travel Guide
Frommer's Portland Day by Day, 2016. New York: Frommer Media
111 Places in San Francisco You Must Not Miss, 2015. Emons Publishers

Objectives:

1. Identify current trends in digital retailing industry.
2. Determine career opportunities in digital retailing industry.
3. Understand the development of digital retailing centers.
4. Research and understand recent developments at 7 companies visited.
5. Develop a video diary of trip experiences.

Instructor: Ms. Linda Mihalick, M.S.
Office: Chilton 355B
Phone: (940) 565-2433 (office) or (940) 565-2436 (main office)
E-mail: linda.mihalick@unt.edu
Office Hours: May 15 9:00 am – 4:00 pm, May 17 8:00 am – 8:30 am, 2:30 pm – 4:00 pm or by appointment

Assignment Due Dates:

- (1) The pre-trip presentation is due by 8:30 am on Wednesday, May 17. Please post your Pre-Trip PowerPoint presentation in the Pre-Trip Presentations link under Assignments by 10:00 pm May 17.
- (2) The Video Travel Diary is due on Wednesday, May 31 by 12:00pm (noon). Only one member from each of the teams will post the final video. It can be posted to the link under Assignments or emailed to me. Please plan your time accordingly to give yourself plenty of time to upload your assignment. It is strongly recommended that students submit their assignment early.

Any assignment that is turned in late will result in a 20% point loss for each day an assignment is late.

Qualified Students under the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973: The College of Merchandising, Hospitality & Tourism cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the first class day and make an appointment with me to discuss your needs.

Academic Dishonesty: Academic dishonesty on projects or any other graded assignment will result in a 0 for that graded activity or assignment. Academic dishonesty includes plagiarism or the use of unauthorized assistance. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action and will be reported to the Office of Academic Integrity. Remember to use quotes as needed and cite your sources.

On-Campus Attendance: The on-campus meeting is worth 50 points. If you miss the day of your scheduled presentation, you will not be able to make up the presentation grade. You must stay the entire meeting time to receive full points. Every 15 minutes late results in a 5 point deduction. Arriving late or leaving early by 30 minutes or more will result in 0 points credit for attendance that day.

Participation in Trip Appointments (20 pts x 7 appointments = 140 pts): Punctuality, alertness, and participation in discussion will influence the grade received. Twenty points will be deducted for each tardy. Your final grade will be docked one letter grade for missing any scheduled meetings. Students must be alert during scheduled sessions and be prepared to ask insightful and meaningful questions to the presenters. Students will be assigned to ask questions to a certain company, but will also be expected to ask questions at other appointments. Take some time to review the pre-research done by your classmates and develop questions ahead of time. *If you are seen using your cell phone, falling asleep, talking during a company presentation, or otherwise not paying attention, substantial points will be deducted.*

Professionalism and Student Conduct:

Students are expected to conduct themselves as professionals at all times. Any illegal or inappropriate conduct that could bring embarrassment to CMHT or UNT will not be tolerated whether during our scheduled, required activities and your free time. If a student's behavior is inappropriate or illegal, the instructor reserves the right to send the student home immediately at the expense of the student. In this case, the student will receive an "F" for the course and their conduct will be reported to the UNT Dean of Students Office for possible sanctions.

Any inappropriate drama or fighting between roommates and/or other students attending the study tour will not be tolerated. If this occurs, the students involved could receive an automatic "F" for the class and be referred to the UNT Dean of Students Office for possible sanctions.

You are encouraged to enjoy your time while in Seattle, Portland and San Francisco; however, remember that our main trip purpose is an academic experience. All policies in the UNT Student Code of Conduct also apply while on the way to these cities and your return flight back to Texas.

Pre-Trip Presentation (50 points) Students will present their assigned research to the class on May 17. The purpose of the presentations is to familiarize students with the most recent activities and business news about the companies. All PPTs will be posted on Blackboard by May 18.

Video Travel Diary (230 points total)

The major project for this course is to plan, film and create a Travel Video Diary to document your entire trip. The goal is to give the viewer a feeling of the excitement, opportunities and experiences through your eyes. Refer to the instructions and rubric on Blackboard for assignment details.

Final grades are based on points earned and are not automatically rounded up due to percentage.

| | Points Available | Due Date |
|--|------------------|--|
| Pre-Trip Presentations | 50 | May 17 |
| On-Campus Class Attendance | 50 | May 17 |
| Trip Appointments (Participation; Professionalism) 20 Points each of 7 appointments | 140 | Possible Appointment Points earned while on trip |
| Digital Study Tour Video Diary | 230 | Wed, May 31 at 12:00pm (noon) via Blackboard or email |
| Total Points | 470 | |

Grading scale: Grades are not curved. The final semester grade will be determined as follows:

- A = 90-100% (423 pts-470 pts)
- B = 80-89.9% (376 pts-422 pts)
- C = 70-79.9% (329 pts-375 pts)
- D = 60-69.9% (282 pts-328 pts)
- F = 59.9% or below (281 pts or under)