

**DRTL 3190 – Digital Retailing Strategies**  
**Fall 2018**  
**Lecture: Monday / Wednesday 3:30 - 4:50 PM, CHEM 352**

**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. After taking the class the students will be able to:

- Understand consumer touch-points.
- Understand an omni-channel 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, social media metrics, and mobile marketing, 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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<b>Instructor:</b>	Ms. Linda Mihalick, M.S.
<b>Office:</b>	Chilton 355B
<b>Phone:</b>	Office 940-565-2433, Main Office 940-565-2436
<b>E-mail:</b>	<a href="mailto:linda.mihalick@unt.edu">linda.mihalick@unt.edu</a> 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.
<b>Blackboard:</b>	Students must know their EUID and password to access the course on Blackboard
<b>Office Hours:</b>	M: 10:00 am – 11:00 am or by appointment W: 10:00 am – 11:00 am or by appointment Please email to let me know you are coming. Unanticipated events can occur.
<b>Required Text:</b>	The Art of SEO, Enge, Eric, Stephan Spencer, Jessie Stricchiola, and Rand Fishkin (2015). 3rd edition ISBN: <b>978-1-491-94896-5</b> Other readings will be assigned.
<b>Prerequisites:</b>	<b>DRTL 2090</b>

## 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. Forging another student's name is a form of cheating and will be reported to the Dean of Students. 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, deaths, and illness 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 lecture 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.
  - Excuses will not be allowed for a late assignment. 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/](http://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 are not allowed to 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. Violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**
  - When class visitors are presenting, all phones and laptops should not be out, unless otherwise specified.
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## GRADE DETERMINATION

- **Class Attendance (50 pts):** Students will lose 5 pts for each unexcused absence.
- **In Class Quizzes (33 pts):** 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 3 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. **Please email the PowerPoint to the instructor by 3:00 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 the following class.
- **Real Life Case Study: (120 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.
- **SEO/SEM project (100 points):** This is a capstone project and will require intensive work throughout the semester. 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.

<b>COURSE REQUIREMENTS AND GENERAL INFORMATION</b>
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Week	Dates		Topic	Reading	Assignment Due Dates
1	Aug	27	Introduction & Syllabus/Assignments/Quizzes		
	Aug	29	Customer Experience Evolution	Chap 1	<b>Personal Slide Due</b> Teams formed
2	Sept	3	<b>Labor Day Holiday – No Class</b>		
	Sept	5	Internet Culture and Social Consumerism		Team signup for student team presentations completed
3	Sept	10	The Networked Economy	Chap 2	Student team Presentation 1
	Sept	12	No Class (E + S)		<b>Company for SEO/SEM Project Selected</b>
4	Sept	17	The Networked Economy		Student team Presentation 2
	Sept	19	Connected Consumerism	Chap 3	Student team Presentation 3
5	Sept	24	SEO Basics	Chap 4	<b>SEO/SEM Variables List Due</b> Student team Presentation 4
	Sept	26	SEO Strategy		Student team presentation 5
6	Oct	1	<b>Exam #1</b>		
	Oct	3	Company Presentation		Student team presentation 6
7	Oct	8	Website Design & Navigation		Student team Presentation 7
	Oct	10	Website Supporting Technologies		Student team Presentation 8
8	Oct	15	Developing an SEO Friendly Website	Chap 6	Student team Presentation 9
	Oct	17	Consumer Journey to Map Digital Strategies	Chap 5	
	Oct	18	Executive + Scholar Lecture		<b>Mandatory</b>
9	Oct	22	Digital Case Study Field Trip to iProspect		<b>iProspect Case Study Due</b>
	Oct	24	Paid Search Fundamentals	Chap 9	
10	Oct	29	Natural Search Strategies		
	Oct	31	<b>Exam #2</b>		
11	Nov	5	Mobile Strategies	Chap 8	<b>SEO/SEM Project Due</b>
	Nov	7	Paid Social Strategies	Chap 10	
12	Nov	12	Digital Analytics & Usability		
	Nov	14	Optimizing for Vertical Search		Student Team Presentation 10, 11
13	Nov	19	Tracking Results & Measuring Success	Chap 11	<b>Company Project Due BOTH paper as well as PowerPoint</b> Student Team Presentation 12
	Nov	21	Link Marketing	Chap 7	

14	Nov	26	Domain Changes: Post SEO Redesigns and Troubleshooting	Chap 12	Student Team Presentation 13
	Nov	28	Company Presentation in Class Selected teams will present		Student Team Presentation 14
15	Dec	3	Student Presentations – SEO/SEM project		
	Dec	5	Student Presentations – SEO/SEM project		
16	Dec	12	<b>FINAL EXAM</b>		1:30 pm – 3:30 pm

**\*\*\*This course schedule is subject to change when the instructor determines it necessary for the benefit of the course. Other assignments may be added as deemed necessary to meet the course objectives.**

## College of Merchandising, Hospitality & Tourism Syllabus Statements Fall 2018

### Have you met with your advisor?

- **ALL** students are expected to meet with their Academic Advisor each Fall and Spring ) to update your degree plan and to stay on track for a timely graduation.

### Do you want to graduate on time?

- Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

### Are You Considering Transferring a Course to Meet UNT Degree Requirements?

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

***Advising Contact Information (Chilton Hall 385 – 940.565.4635)***

### Could you be dropped?

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12<sup>th</sup> class day to ensure you have not been dropped for non-payment of any amount. It is the student’s responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12<sup>th</sup> class day regardless of situation.***

### Are you receiving financial aid?

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

### Are you thinking about dropping course?

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.

- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student’s responsibility.
- **After the 12<sup>th</sup> class day, students cannot drop a course online** through your my.UNT Student Portal. Effective Fall 2018, the procedure to drop a course changed. See <https://registrar.unt.edu/registration/dropping-class>

**Are you considering transferring a course to meet UNT degree requirements?**

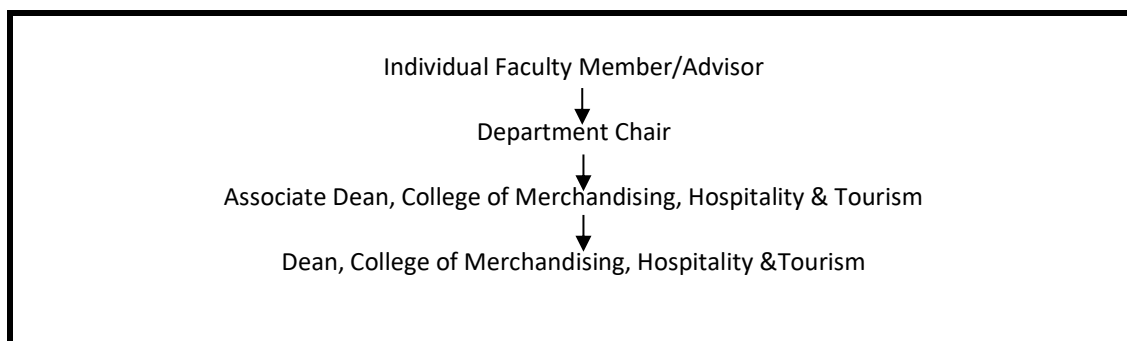
Any course from another university must receive prior approval from the CMHT academic advisor to ensure all CMHT degree plan requirements are met.

**Do you know these important dates in Fall 2018**

August 27	First day of class
August 31	Last day for change of schedule other than a drop. (Last day to add a class.)
September 3	Labor Day – UNT closed
September 10	Census date –Students cannot be added to a course for any reason after this date.
September 11	Beginning this date, students must follow university procedures to drop a class. See <a href="https://registrar.unt.edu/registration/dropping-class">https://registrar.unt.edu/registration/dropping-class</a>
November 5	Last day for a student to drop a course and receive a W.
November 22-25	Thanksgiving holiday – UNT closed
December 5-6	Pre-final days
December 6	Last class day
December 7	Reading day (no classes)
December 8-14	Final exams ( <b>Exams begin on Saturday</b> )
December 15-16	Graduation ceremonies

**Do you know who to contact for a course-related or advising issue?**

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



**Do you require special accommodations?**

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly

encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

#### **Are you aware of safety regulations?**

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

#### **Do you know the penalties of academic dishonesty?**

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. 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 which may include expulsion from the university. This is explained in the UNT Student Handbook. See UNT policy:

[https://policy.unt.edu/sites/default/files/06.003\\_StudentStandardsOfAcademicIntegrity\\_8\\_2017.pdf](https://policy.unt.edu/sites/default/files/06.003_StudentStandardsOfAcademicIntegrity_8_2017.pdf)

It is expected that each student will be doing due diligence to ensure that they do not plagiarize. It is critical to understand and use APA formatting both in-text as well as in the bibliography. Furthermore, 15% or more originality report on "turnitin" is a cause for concern and the faculty may ask student(s) to meet with them individually to investigate the issue. Academic dishonesty in this course can result in an "F" for the assignment, exam and/or the class.

#### **Do you meet ALL expectations for being enrolled in a course?**

- Student are expected to be respectful of other students, guests, and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNTs expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

### What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence.

### Do you know the date/time of the final exam in this course?

**Final exams or other appropriate end of semester evaluations are administered at the designated times during the final week of each long semester and during the specified day of each summer term. *Please check the calendar early in the semester to avoid any schedule conflicts.***

### Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the my.unt.edu site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <http://eagleconnect.unt.edu>.

### Are you an F-1 visa holder?

- To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component must be approved in advance by the instructor and can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.
- If such an on-campus activity is required, it is the student's responsibility to do the following:
  - (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
  - (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.
- Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.

### Do you know what to do in an emergency or UNT closure?

- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu).
- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure. **Please go to the class Canvas website page for instructions.**