

DRTL 3190 – Digital Retailing Strategies
Spring 2017
Lecture: Monday / Wednesday Class 2:00 - 3:20 PM, HKRY 252

COURSE DESCRIPTION (3 hours):

Survey of omni-channel retail strategies and their impact on 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.

Instructor: Linda Mihalick
Office: Chilton 355B
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 Blackboard message system. Use the subject line to identify yourself and the course number.

Blackboard: Students must know their EUID and password to access the course on Blackboard

Office Hours: T: 11:00 am – 12:00 noon or by appointment
W: 11:00 am – 12:00 noon or by appointment
Please call 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: **DRTL3090**

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:

- Class attendance is **mandatory**. Attendance will be taken each class period, either by notation of the empty seat or the record of the in-class quiz. Class starts on time and attendance is taken. Arriving after class has started disrupts other students and the presenter.
- 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, any announcements and getting materials from another student in the class during your absence.
- Note there are attendance points factored into the final grade.
- Students who have four or more unexcused University absences can be dropped from the course.

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 class calendar day*.
- No excuse will be allowed for a late assignment. Assignments will not be accepted after one week from 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 Blackboard.
- **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 Blackboard prior to the class held on the due date. The Blackboard 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.

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.

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. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**

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 1 month 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 upload the PowerPoint by 1:59 pm the day it is due.**
- **Case Study Strategy Project (100 Points)** – This project will be presented in class by iProspect and will be due the following 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.
- **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. Exams will be divided purposefully between items to assess the student's experience with the reading material and familiarity with the materials presented in class (e.g., video material, handouts, and lectures). 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: Grades are not curved. 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.

COURSE REQUIREMENTS AND GENERAL INFORMATION
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Week	Dates		Topic	Reading	Assignment Due Dates
1	Jan	18	Introduction & Syllabus/Assignments/Quizzes		
	Jan	23	Customer Experience Evolution	Chap 1	Personal Slide Due Teams formed
2	Jan	25	Internet Culture and Social Consumerism		Team signup for student team presentation completed
	Jan	30	The Networked Economy	Chap 2	Student team presentation 1
3	Feb	1	The Networked Economy		Student team presentation 2
	Feb	6	Connected Consumerism	Chap 3	Company for SEO/SEM project selected Student team presentation 3
4	Feb	8	SEO Basics	Chap 4	Student team Presentation 4
	Feb	13	SEO Strategy		Student team presentation 5
5	Feb	15	Exam #1		
	Feb	20	Website Design & Navigation		SEO/SEM Variables list due Student team presentation 6
6	Feb	22	Website Supporting Technologies		Student team presentation 7
	Feb	27	Company Presentation		Student team Presentation 8
7	Mar	1	Consumer Journey to Map Digital Strategies	Chap 5	
	Mar	6	Digital Case Study		iProspect Case Study due
8	Mar	8	Natural Search Strategy	Chap 9	
	Mar	13	Spring Break – No Class		
9	Mar	15	Spring Break – No Class		
	Mar	20	Paid Search Fundamentals	Chap 8	
10	Mar	22	Paid Social Strategy		
	Mar	27	Exam #2		
11	Mar	29	No Class – Symposium April 6		
	Apr	3	Optimizing for Vertical Search		Student Team Presentation 9
12	Apr	5	Tracking Results & Measuring Success	Chap 11	SEO/SEM project due Student Team Presentation 10
	Apr	6	Digital Symposium		Mandatory Attendance
	Apr	10	Mobile Strategy	Chap 10	

13	Apr	12	Digital Analytics & Usability		
	Apr	17	Developing an SEO Friendly Website	Chap 6	Company project due BOTH paper as well as PowerPoint Student Team Presentation 11
14	Apr	19	Link Marketing	Chap 7	Student Team Presentation 12
	Apr	24	Domain Changes, Post SEO Redesigns and Troubleshooting	Chap 12	Student Team Presentation 13
15	Apr	26	Company presentation in class ONLY selected teams will present		Student Team Presentation 14
	May	1	Student Presentation – SEO/SEM project		
	May	3	Student Presentation – SEO/SEM project		
17	May	8	FINAL EXAM		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
Spring 2017**

Do you want to graduate on time?

- A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- 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.
- Students who have not met prerequisites will not be allowed to remain in a course.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Have you met with your advisor?

- ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). Update your degree plan regularly to stay on track for a timely graduation.
- All pre-majors MUST meet with their Academic Advisor to receive an advising code to register for classes each semester.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Merchandising and Retailing A-L	Amanda Johnson
Merchandising and Retailing M-Z	Brittany Barrett, MSIS
Hospitality Management A-L	Jaymi Wenzel
Hospitality Management M-Z	Philip Aguinaga, M.Ed.
Home Furnishings & Digital Retailing	Kelly Ayers, M.Ed.

Could you be dropped?

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 30th, 2017) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc.
- **Students cannot be reinstated for any reason after the 12th class day regardless of situation.** It is the student's responsibility to ensure all payments have been made.

Are you receiving financial aid?

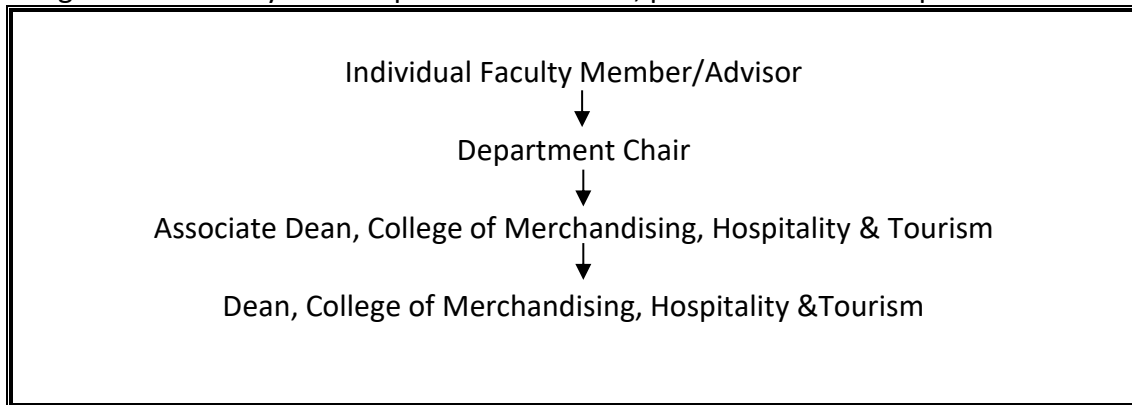
- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester.
- Students cannot exceed attempted credit hours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

Do you know these important dates in Spring 2017?

January 16	MLK Day – UNT Closed (No classes)
January 17	Classes begin (Monday)
January 20	Last day for change of schedule other than a drop. (Last day to add a class.)
February 7	Merchandising - EIR
March 13 – 19	Spring Break – No classes
March 22	Hospitality Career Expo
April 6	Annual Symposium
April 17	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
April 21	Last day to drop a course or withdraw with a grade of W for courses student is not passing. After this date a grade of WF may be recorded.
May 4	Last regular class day
May 5	Reading Day (no classes)
May 6 - 11	Final Exams (Exams begin on Saturday)
May 13	Commencement

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 step 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.

It is expected that each student will be doing due diligence to ensure that they do not plagiarize. It is critical to understand 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 and/or the class.

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

- Student are expected to be respectful of others, i.e., other students 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

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held 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 how the course is taught. 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 will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. The final exam for this course is May 8, 2017.

Are you thinking about dropping course?

- **A decision to drop a course may affect your current and future financial aid eligibility.** Visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a course.
- A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

Do you know what you may be missing?

- Your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link 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 Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

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

Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD,

booklet, or other manner of correspondence ***must have prior advisor approval.***

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) 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.
- 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 Blackboard website page for instructions.**