

DRTL 3190 – Digital Retailing Strategies
Spring 2018
Lecture: Tuesday / Thursday Class 2:00 - 3:20 PM, WH 322

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.

Instructor:	Ms. Linda Mihalick, M.S.
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 TH: 11:00 am – 12:00 noon 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. 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.
 - Students who have four or more unexcused University absences can be dropped from the course.
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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 class calendar day.
 - Excuses will not 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.
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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. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**
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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 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 (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.

COURSE REQUIREMENTS AND GENERAL INFORMATION
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Week	Dates		Topic	Reading	Assignment Due Dates
1	Jan	16	Introduction & Syllabus/Assignments/Quizzes		
	Jan	18	Customer Experience Evolution	Chap 1	Personal Slide Due Teams formed
2	Jan	23	Internet Culture and Social Consumerism		Team signup for student team presentation completed
	Jan	25	The Networked Economy	Chap 2	Student team presentation 1
3	Jan	30	The Networked Economy		Company for SEO/SEM Project Selected Student team Presentation 2
	Feb	1	Connected Consumerism	Chap 3	Student team Presentation 3
4	Feb	6	SEO Basics	Chap 4	Student team Presentation 4
	Feb	8	SEO Strategy		SEO/SEM Variables List Due Student team Presentation 5
5	Feb	13	Website Design & Navigation		Student team Presentation 6
	Feb	15	Exam #1		
6	Feb	20	Company Presentation		Student team presentation 7
	Feb	22	Consumer Journey to Map Digital Strategies	Chap 5	
7	Feb	27	Website Supporting Technologies		Student team Presentation 8
	Mar	1	Digital Case Study Field Trip to iProspect		iProspect Case Study Due
8	Mar	6	Natural Search Strategy	Chap 9	
	Mar	8	Paid Social Strategy	Chap 8	
9	Mar	13	Spring Break		
	Mar	15	Spring Break		
10	Mar	20	Exam #2		
	Mar	22	Paid Search Fundamentals		
11	Mar	27	Mobile Strategy	Chap 10	
	Mar	29	Digital Analytics & Usability		SEO/SEM Project Due
12	Apr	3	Optimizing for Vertical Search		Student Team Presentation 9
	Apr	5	Tracking Results & Measuring Success	Chap 11	Student Team Presentation 10
13	Apr	10	Developing an SEO Friendly Website	Chap 6	Student Team Presentation 11
	Apr	12	Company Project Group Work		
14	Apr	17	Link Marketing	Chap 7	Company Project Due BOTH paper as well as PowerPoint

					Student Team Presentation 12
	Apr	19	Consumer Experience Symposium		Mandatory
15	Apr	24	Domain Changes, Post SEO Redesigns and Troubleshooting	Chap 12	Student Team Presentation 13
	Apr	26	Company presentation in class ONLY selected teams will present		
16	May	1	Student Presentation – SEO/SEM project		
	May	3	Student Presentation – SEO/SEM project		
	May	10	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.**