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**DBUS 3090 DIGITAL CHANNEL STRATEGIES – Fall 2025**  
**Lecture: Tuesday/Thursday Class 12:30 pm– 1:50 pm, WH122**

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**COURSE DESCRIPTION (3 hrs.):**

Students will examine emerging digital technologies and its impact on consumer experience. Emphasis is on exploration of new technologies (e.g., blogs, Customer Relationship Management) and critically evaluating their influence particularly on merchandising and hospitality management strategies.

**OBJECTIVES:** The main objective of this course is to provide strategic and analytical tools that will help students gain a better understanding of the impact of emerging technologies on consumer experiences particularly within the retail industry. After taking the class the students will be able to:

1. Critically analyze digital channels (i.e., theoretical, and analytical aspects) and its' impact on and their impact on consumer experience, globally.
2. Analyze industry terminology and use it appropriately to design digital strategies.
3. Evaluate the impact of digital channels on the multi/omni channel businesses worldwide.
4. Develop leadership and collaborative skills through teamwork.
5. Communicate ideas in written, oral, and visual forms using appropriate technology.

**INSTRUCTOR:** Dr. Sanjukta Pookulangara  
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**OFFICE HOURS:** Tuesday/Thursday–11:00 am – 12:00 pm. Please email me in advance to schedule an appointment.  
Additional conference available by appointment

**PREREQUISITES:** **Junior or Senior standing.**

**Canvas:** canvas.unt.edu (online course accessory).

***Please refer to CANVAS for all important announcements regarding the class.***

**GRADE DETERMINATION**

1. **Digital Tools (Strategy) In the Wild (10 points)** – Details will be provided in class.
2. **In-Class Assignments (180 points)** – There will be in-class assignments, details will be provided during class.
3. **Digital Strategy Assignment (200 points):** This is a capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed

throughout the semester.

- 4. Exams (300 pts.):** There will be three regular exams and one Final Exam, with the Final being mandatory and possibly comprehensive. To give you flexibility, the lowest score of the three regular exams will be dropped, which means there are no make-up exams. If you miss an exam, that will count as your dropped score. If you are satisfied with your performance on the first two exams, you may choose not to take the third one. Exams will cover both the assigned readings and materials presented in class, such as lectures, videos, and handouts. Students registered with the Office of Disability Access (ODA) must ensure that ODA sends me the official request before the exam—I cannot provide the exam to ODA without this notification.

If you are absent on the day an assignment is distributed and discussed, it is your responsibility to obtain the necessary information. The assignments have been designed to address the course objectives.

**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: 690 points.**

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|----------|------------------|------------|
| <b>A</b> | <b>621</b>       | <b>690</b> |
| <b>B</b> | <b>552</b>       | <b>620</b> |
| <b>C</b> | <b>483</b>       | <b>551</b> |
| <b>D</b> | <b>414</b>       | <b>482</b> |
| <b>F</b> | <b>Below 414</b> |            |

**Please remember – Grades are earned and not given, I cannot predict what grade you will end up with, it will depend on the amount of time and effort you put. I am here to help, cheer you on, but I cannot do the work on your behalf.**

*Bonus Points: Students may be provided with other opportunities for extra credit, however, there is no guarantee that these opportunities may occur.*

### Tentative Course Calendar

| <b>Dates</b>   | <b>Tuesday</b>  | <b>Assignments</b>   |
|--|---|--|
| August 19  | Introduction to the class<br>Syllabus<br>Keys to success  | What is YOUR goal for this class? (10 points)  |
| Aug 21   | APA tutorial  | Citation Scavenger Hunt (10 points)  |
| Aug 26   | APA tutorial<br>Team Formation and Team Contract  | Citation Scavenger Hunt (10 points)<br>Digital Tools (Strategy) In the Wild  |
| Aug 28   | Omni Channel/Multi/ Cross-Channels<br>Topics covered:<br>1. Defining different channel strategies<br>2. Pros and cons of each strategy  | JIGSAW activity (20 points)  |
| Sep 02   | Consumer Behavior<br>Topic covered:<br>1. Evolution of consumer behavior<br>2. Types of internet consumers<br>3. Differences in how consumers use the internet to shop globally.<br>4. Trends in global consumer behavior related to ecommerce. | Three-Question Team Challenge (20 points)  |
| Sep 04   | Business Models   | Details of the Target Assignment provided<br>Global brand choices will be provided to teams – each team will have chosen their brands by the end of class. |
| Sep 09   | Business Models   | In class activity (Gen AI based) (30 points)<br>Target assignment due  |
| Sep 11   | UX and UI, including creating a persona.  |  |
| Sep 16   | Persona Creation Workshop   |  |
| Sep 18   | Persona Creation Workshop   | Assignment due at the end of class (30 points)   |
| Sep 23   | Exam 1  |  |
| <b>Attend Career Expo on September 24<sup>th</sup></b> |   |  |
| Sep 25   | Customer Journey Mapping  |  |
| Sep 30   | Customer Journey Mapping Workshop   |  |

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|--------|---|---|
| Oct 02 | Customer Journey Mapping Workshop   | Assignment due at the end of class. (30 points) |
| Oct 07 | <b>EIR Lecture- Required Attendance (Bonus Points)</b>  |   |
| Oct 09 | Digital Tools and Methods   |   |
| Oct 14 | Social Media Marketing and Metrics<br>Topics covered:<br>1. Defining social media marketing<br>2. Different types of social media marketing<br>3. Metrics |   |
| Oct 16 | Influencer Marketing  | Influencer Pitch Challenge (30 points)          |
| Oct 21 | Exam 2  |   |
| Oct 23 | Email Marketing and Metrics<br>Topics covered:<br>1. Defining email marketing<br>2. Different types of email marketing<br>3. Metrics                      |   |
| Oct 28 | Mobile Marketing and Metrics<br>Topics covered:<br>1. Defining mobile marketing<br>2. Metrics<br>3. Strategies for using mobile marketing.                | Competition Analysis due (30 points)            |
| Nov 04 | Display Marketing and Metrics<br>Topics covered:<br>1. Defining display marketing<br>2. Metrics<br>3. Strategies for using display marketing.             |   |
| Nov 06 | Search marketing and Metrics<br>Topics covered:<br>1. Defining search marketing<br>2. Metrics<br>3. Strategies using search marketing                     |   |

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|----------------------------|---|----------------------------------|
| Nov 11                     | Case Study (30 points)  | Due at the end of class          |
| Nov 13                     | Customer relationship management (CRM) and loyalty programs   |                                  |
| Nov 18                     | Exam 3  |                                  |
| Nov 20                     | Privacy, Security and Ethical Dilemmas<br>Topics covered:<br>1. Defining cybersecurity and privacy,<br>2. Difference between cybersecurity and privacy<br>3. Types of cybersecurity crimes<br>4. Types of privacy crimes<br>5. Laws related to privacy/security worldwide e.g., GDPR. | Digital Strategy due (80 points) |
| <b>Thanksgiving Break!</b> |   |                                  |
| Dec 02                     | AI in the Retail Industry Assignment (25 points)  |                                  |
| Dec 04                     | Meet with instructor – This is the ONLY day that you can meet with me to go over your grades and any other concerns. You will need to come to my office.  |                                  |
| Dec 11                     | <b>Final Exam – 10:30 am – 12:30 pm</b>   |                                  |