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**DBUS 3090 DIGITAL CHANNEL STRATEGIES – Fall 2026**

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**Lecture: Tuesday/Thursday Class 9:35 am– 10:55 am, WH122**

**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–1:00 pm – 2:00 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. **APA Quiz (10 points)** – Details will be provided in class.
3. **In-Class Assignments (140 points)** – There will be in-class assignments, details will be provided during class.

- Goal for class = 5
- Think-Pair-Share: In-text Citations = 10
- Think-Pair-Share: References = 10
- AI in-class activity = 5
- AI & Prompting activity = 10
- Retailing Models activity = 20
- Three-Question Team Challenge = 20
- Business Models GenAI activity = 30
- Influencer Pitch Challenge = 30

**4. 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.

- **Target Assignment = 30**
- **Persona Assignment = 30**
- **Customer Journey Mapping = 30**
- **Competitive Analysis = 30**
- **Final Digital Strategy = 80**

**5. 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:

| Letter Grade | Percentage | Final Point Range |
|--------------|------------|-------------------|
| A            | 90–100%    | 594–660           |
| B            | 80–89.99%  | 528–593           |

| Letter Grade | Percentage | Final Point Range |
|--------------|------------|-------------------|
| <b>C</b>     | 70–79.99%  | <b>462–527</b>    |
| <b>D</b>     | 60–69.99%  | <b>396–461</b>    |
| <b>F</b>     | Below 60%  | <b>0–395</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

| Dates  | Tuesday                                                                                                                                                                                                                                         | Assignments                                                                                       |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Aug18  | Introduction to the class<br>Syllabus<br>Keys to success                                                                                                                                                                                        | What is YOUR goal for this class? (5 points)                                                      |
| Aug 20 | APA tutorial                                                                                                                                                                                                                                    | Think-Pair-Share - In-text Citations (10 points)                                                  |
| Aug 25 | APA tutorial<br>Team Formation and Team Contract                                                                                                                                                                                                | Think-Pair-Share - References (10 points)<br><br>Digital Tools (Strategy) In the Wild (10 points) |
| Aug 27 | AI and related tools                                                                                                                                                                                                                            | In-class activity (5 points)<br><br>APA Quiz – 10 points                                          |
| Sep 01 | AI and prompting                                                                                                                                                                                                                                | In-class activity (10 points)                                                                     |
| Sep 03 | Omni Channel/Multi/ Cross-Channels<br>Topics covered:<br>1. Defining different channel strategies<br>2. Pros and cons of each strategy                                                                                                          | Retailing Models: Quick Comparison Activity (20 points)                                           |
| Sep 08 | 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)                                                         |

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|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sep 10                                                 | 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 15                                                 | Business Models                                                                                                                                           | In class activity (Gen AI based) (30 points)<br>Target assignment due                                                                                      |
| Sep 17                                                 | Exam 1                                                                                                                                                    | AI and related tools<br>AI and prompting<br>Omni Channel/Multi/ Cross-Channels<br>Consumer Behavior<br>Business Models                                     |
| Sep 22                                                 | UX and UI, including creating a persona.                                                                                                                  |                                                                                                                                                            |
| <b>Attend Career Expo on September 22<sup>nd</sup></b> |                                                                                                                                                           |                                                                                                                                                            |
| Sep 24                                                 | Persona Creation Workshop                                                                                                                                 |                                                                                                                                                            |
| Sep 29                                                 | Persona Creation Workshop                                                                                                                                 | Assignment due at the end of class (30 points)                                                                                                             |
| Oct 01                                                 | Customer Journey Mapping                                                                                                                                  |                                                                                                                                                            |
| Oct 06                                                 | Customer Journey Mapping Workshop                                                                                                                         |                                                                                                                                                            |
| Oct 08                                                 | Customer Journey Mapping Workshop                                                                                                                         | Assignment due at the end of class. (30 points)                                                                                                            |
| Oct 13                                                 | Digital Tools and Methods                                                                                                                                 |                                                                                                                                                            |
| Oct 15                                                 | 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 20                                                 | <b>EIR Lecture- Required Attendance (Bonus Points)</b>                                                                                                    |                                                                                                                                                            |
| Oct 22                                                 | Exam 2                                                                                                                                                    | UX and UI, including creating a persona<br>Customer Journey Mapping<br>Digital Tools and Methods<br>Social Media Marketing and Metrics                     |
| Oct 27                                                 | Influencer Marketing                                                                                                                                      | Influencer Pitch Challenge (30 points)                                                                                                                     |
| Oct 29                                                 | Email Marketing and Metrics<br>Topics covered:<br>1. Defining email marketing<br>2. Different types of email marketing<br>3. Metrics                      |                                                                                                                                                            |
| Nov 03                                                 | 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)                                                                                                                       |

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| Nov 05                     | Display Marketing and Metrics<br>Topics covered:<br>1. Defining display marketing<br>2. Metrics<br>3. Strategies for using display marketing.                                                                                                                                         |                                                                                                                                                      |
| Nov 10                     | Search marketing and Metrics<br>Topics covered:<br>1. Defining search marketing<br>2. Metrics<br>3. Strategies using search marketing                                                                                                                                                 |                                                                                                                                                      |
| Nov 12                     | Customer relationship management (CRM) and loyalty programs                                                                                                                                                                                                                           |                                                                                                                                                      |
| Nov 17                     | 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)                                                                                                                     |
| Nov 19                     | Exam 3                                                                                                                                                                                                                                                                                | Influencer Marketing<br>Email Marketing and Metrics<br>Mobile Marketing and Metrics<br>Display Marketing and Metrics<br>Search Marketing and Metrics |
| <b>Thanksgiving Break!</b> |                                                                                                                                                                                                                                                                                       |                                                                                                                                                      |
| Dec 01                     | Digital Trends & The Future of Digital Strategy                                                                                                                                                                                                                                       |                                                                                                                                                      |
| Dec 03                     | Meet with me in my office to go over grades/ assignments etc.                                                                                                                                                                                                                         |                                                                                                                                                      |
| Dec 10                     | <b>Final Exam – 8:00 am – 10:00 am</b>                                                                                                                                                                                                                                                |                                                                                                                                                      |