
DRTL 3090 CONSUMER ENGAGEMENT IN DIGITAL CHANNELS – Spring 2022

Lecture: Tuesday/Thursday Class 11:00 am– 12:20 pm, ART223

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 with regard to the merchandising or hospitality management function. 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 its' 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 team work.
5. Communicate ideas in written, oral, and visual forms using appropriate technology.

REQUIRED TEXT: The World Is Flat 3.0: A Brief History of the Twenty-first Century, Thomas L. Friedman

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OFFICE HOURS: Tuesday/Thursday–9:30 am – 10:30 am. 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 announcement regarding the class.

* The objectives are important as your feedback will be requested at the end of the semester on these.

GRADE DETERMINATION

1. **Team Information & Contract (10 points):** Details provided on canvas.

2. **Individual Assignment - Summary of a topic (60 points):** There will be 9 summary topics available, you need to complete ONLY 6.
3. **Team Assignment - Consumer Engagement in the Digital Channels – The Marketing Project (300 points):** This is a capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed throughout the semester. **Please note that team evaluations are due the day of assignment submission to be counted. NO EXCEPTIONS.**
4. **Individual Assignment - World is Flat Quiz (120 points):** Online timed quiz will be administered. Details will be provided in class.
5. **Individual Assignment - Exam (300 pts.):** There will be three exams and one Final Exam. Final Exam is mandatory. **The lowest score of the three exams will be dropped - hence there will be NO Make-Up Exams.** If you are absent for an exam, then this is the exam that will be dropped. If you like your scores in the first two exams and do not want to take the third one, that is okay too. 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 may be comprehensive and is mandatory. Very Important - If you have ODA, you need to work with them to send me the request to send them the exam - please understand, I cannot send them the exam without this email.**
6. **Team Assignment Flipped Classroom (120 pts.):** There are four flipped classroom activities and will include a quiz as well as a hands-on activity in class. The material will be provided to you earlier and it is to your benefit that you study it prior to coming to class.

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.

Assignment	Critical Thinking	Collaboration	Leadership	Global Thinking/ Perspectives	Effective Communication
New Tools Assignment	X	X	X		X
Company Engagement in Digital Channels	X	X	X	X	X
World Is Flat quizzes	X				

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: 910 points**

A	819	910
B	728	818
C	637	727
D	546	636
F	Below 546	

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 other opportunities for extra credit, however, there is no guarantee that these opportunities may occur.

Tentative Course Calendar

Dates	Tuesday	Thursday
Jan 18/20	Introduction to the class Syllabus Keys to success Flipped classroom.	APA tutorial In class Quiz (Bonus activity) (Quiz will start promptly at 11:10 am)
Jan 25/27	Assignment details 1. Abstract assignment 2. World is Flat quiz 3. Capstone project	Intro to Digital Retailing Topics covered: 1. Development of web worldwide 2. Difference between the different types of webs
Feb 01/03	Omni Channel/Multi/ Cross Channels Topics covered: 1. Defining different channel strategies 2. Pros and cons of each strategy 3. Comparing and contrasting a US based company with an international company <i>Individual/ Team Information and Team/Individual Contract due by 10:59 am</i>	Consumer Behavior Topic covered: 1. Evolution of consumer behavior 2. Types of internet consumers 3. Differences in how consumers use the internet to shop globally. 4. Trends in global consumer behavior related to ecommerce. <i>Summary #1 due by 10:59 am</i>
Feb 08/10	Exam 1 <i>Summary #2 due by 10:59 am</i>	Flipped classroom – Make sure to cover all the information covered in the lecture notes PRIOR to coming to class. It would also be a great idea to have your notes handy. Examples of companies worldwide and the type of business models they use.

Feb 15/17	<p>Consumer Engagement in Digital Channels Assignment Details</p> <p>Global brand choices will be provided to teams – each team will have chosen their brands by end of class.</p> <p><i>Summary #3 due by 10:59 am</i></p>	<p>World is Flat – Chapters 1-4</p> <p><i>Quiz will open at 12:30 pm and will close on Feb 19 at midnight.</i></p>
Feb 22/24	<p>World is Flat – Chapters 5-8</p> <p><i>Quiz will open at 12:30 pm and will close on Feb 24 at midnight.</i></p>	<p>UX and UI, including creating a persona.</p>
Mar 01/03	<p>Consumer path-to purchase – Customer Journey Mapping</p> <p><i>Summary #4 due by 10:59 am</i> <i>Target assignment due by 10:59 am</i></p>	<p>Persona Assignment in class – each team will complete TWO Personas by the end of class.</p> <p><i>Summary #5 due by 10:59 am</i></p>
Mar 08/10	<p>Customer Journey Mapping – students will complete ONE journey map.</p>	<p>Flipped classroom – Make sure to cover all the information covered in the lecture notes PRIOR to coming to class. It would also be a great idea to have your notes handy.</p> <p>Examples of brands worldwide and how they use different digital strategies</p> <p><i>Persona Assignment due by 10:59 am</i></p>
Mar 15/17	<p>SPRING BREAK</p>	
Mar 22/24	<p>Exam 2</p> <p><i>Customer Journey Mapping due by 10:59 am</i></p>	<p>Social Media Marketing and Metrics</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Defining social media marketing 2. Different types of social media marketing 3. Metrics associated with social media marketing. 4. Global examples of social media marketing
Mar 29/31	<p>Email Marketing and Metrics</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Defining email marketing 2. Different types of email marketing 3. Metrics associated with email marketing. 4. Global examples of email marketing <p><i>Summary #6 due by 10:59 am</i></p>	<p>Mobile Marketing and Metrics</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Defining mobile marketing 2. Metrics 3. Strategies using mobile marketing. 4. Examples of mobile marketing strategy worldwide <p><i>Summary #7 due</i> <i>Competition Analysis due by 10:59 am</i></p>

Apr 05/07	<p>Display Marketing and Metrics</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Defining display marketing 2. Metrics 3. Strategies using display marketing. 4. Examples of display marketing worldwide. <p><i>Summary #8 due by 10:59 am</i></p>	<p>Exam 3</p> <p><i>Summary #9 due by 10:59 am</i></p>
Apr 12/14	<p>Search marketing and Metrics</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Defining search marketing 2. Metrics 3. Strategies using search marketing. 4. Examples of search marketing strategy worldwide. 	<p>Workday – meet with me if you have any questions regarding your final assignment.</p>
Apr 19/21	<p>Flipped classroom – Make sure to cover all the information covered in the lecture notes PRIOR to coming to class. It would also be a great idea to have your notes handy.</p> <p>Examples of brands worldwide to showcase Best Practices of Digital Marketing</p> <p><i>Creating a Digital Strategy, Peer Evaluation Due; PowerPoint for the entire project due by 10:59 am</i></p>	<p>Cybersecurity and Privacy & Service Expectations</p> <p>Topics covered:</p> <ol style="list-style-type: none"> 1. Defining cybersecurity and privacy, service expectations. 2. Difference between cybersecurity and privacy 3. Types of cybersecurity crimes 4. Types of privacy crimes 5. Laws related to privacy/security worldwide e.g., GDPR. 6. Best practices of service expectations.
Apr 26/28	<p>Flipped classroom – Make sure to cover all the information covered in the lecture notes PRIOR to coming to class. It would also be a great idea to have your notes handy.</p> <p>Examples of brands worldwide to showcase Cultural Impact on Digital Channels</p>	<p>The World Is Flat – Chapters 9-12</p> <p>Quiz will open at 12:30 pm and will close on Apr 30 at midnight.</p>
May 03/05	Project Presentation	Project Presentation
May 10	Final Exam – 10:30 am – 12:30 pm	