
DRTL 3090 CONSUMER ENGAGEMENT IN DIGITAL CHANNELS – Spring 2023

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 teamwork.
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

INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 J
PHONE: 940-565-2439 (Office) 940-565-2436 (CMHT Department)
E-MAIL: Sanjukta.Pookulangara@unt.edu
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.

Advising and Degree Progression

Advising

ALL students are expected to meet with their Academic Advisor **each semester** to update your degree plan and to stay on track for a timely graduation.

- **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**
- **SCHEDULE APPOINTMENTS HERE: appointments.unt.edu**
- **Email: cmhtadvising@unt.edu**

Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.

Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of situation.***

Dropping a Course

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.
- **There are different procedures for dropping a class depending on the time of semester.** Please see the instructions for dropping a class here:
<https://registrar.unt.edu/registration/dropping-class>

Financial Aid Requirements

- 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. Visit

<https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

What if You Are In Distress?

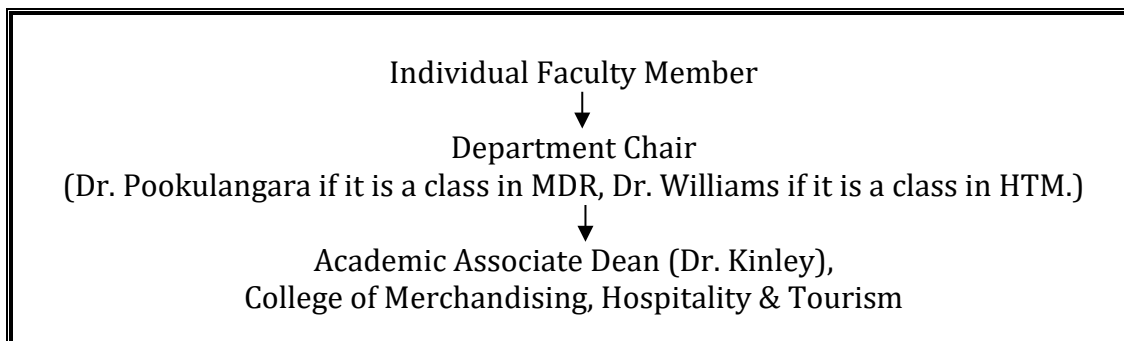
The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

Grade and Class Concerns

Do you know who to contact for a course-related issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps 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 <https://studentaffairs.unt.edu/office-disability-access>. 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 Academic Integrity Policy?

Academic Integrity Standards and Consequences, UNT Policy 06.003.

Academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

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. Your teacher should have a syllabus policy describing penalties for academic dishonesty.

Your instructor may decide to record lectures and/or class content for students enrolled in this class section to refer to throughout the semester. **Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning**

Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Plagiarism Policy for DRTL3090

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 (a.k.a. in-text citation) as well as in the bibliography. Only ONE “quote” per assignment – each additional quote will result in automatic 5-point deduction each.**

Please pay attention to the following:

1. Use APA 7th edition, no exception. Visit:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html
2. Lack of in-text citation will automatically mean that the references used are null and void.
3. Originality report:
 - a. 15% - 25% originality report on “turnitin” is a cause for concern and the faculty may ask student(s) to meet with them individually investigate the issue. To help with the % of the originality report, **DO NOT COPY** the questions, instead, just write the question number.
 - b. Originality report 25% to 49% will receive a written warning the first time and on second instance will get another warning and full point deduction and a third violation will lead to automatic expulsion from the class as well as reporting to the relevant university authorities.
 - c. Originality report 50% and beyond will automatically receive a zero, the second instance will lead to automatic expulsion from the class as well as reporting to the relevant university authorities.

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

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Student are expected to be respectful of other students, guests, 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 <https://studentaffairs.unt.edu/dean-of-students>.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are 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).

Career Resources

CMHT Career Coach

For one-on-one help with your resume, cover letter, LinkedIn profile, interview tips/practice or other internship and job-search skills, Mrs. Dee Wilson (Dee.Wilson@unt.edu) is our Career Center Coach. Contact her for an appointment through navigate.unt.edu or drop by her office in Chilton 333.

Career Center

The Career Center is currently located in Sage Hall. They provide *free* business cards, professional portraits, etc. They also host several recruiters throughout the year in various events/information sessions and career fairs. Learn more about their services here:

<https://careercenter.unt.edu/>.

Online Job Board and Social Media Sites

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Sites - @UNTCMHT and @UNTHTM
- Instagram - [@untcmht](https://www.instagram.com/untcmht)

CMHT Career Expo

The Expo will be Wednesday, September 21, 2022. You can find all information here:

<https://cmht.unt.edu/merchandising-and-digital-retailing/career-expo>.

CMHT-IT Resources

CMHT-IT Services Student Laptop Checkout Information

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all CMHT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday: 7:30AM – 9:00PM
Tuesday: 7:30AM – 9:00PM
Wednesday: 7:30AM – 9:00PM
Thursday: 7:30AM – 9:00PM
Friday: 7:30AM – 5:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk in Chilton Hall 386 or give us a call at (940) 565-4227.

UNT Citrix Virtual Lab

UNT Students currently enrolled in a CMHT course have access to the UNT Citrix Virtual Lab. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here:

<https://academictechnologies.unt.edu/services/computer-labs/request/remotely-connect-virtual-computer-lab#connect-options>.

The CMHT-IT Services desk can assist you with installing the Citrix Workspace client on your personal machine. Please see above hours of operation for our IT services desk.

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Additional Information

Are You An F-1 Visa Holder?

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>).

The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

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 (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an 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 Student and Scholar Services Office. ISSS 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, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Inclusivity Statement

Consistent with the University of North Texas policy on diversity, CMHT views diversity as encompassing the intersecting identities that make us unique individuals, including (but not limited to) ethnic/racial identity, nationality, sexual and GLBTQ identity, gender identity and expression, age, religious/spiritual beliefs, socioeconomic status, body shape/size, physical ability status and varying points of view. As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. CMHT does not tolerate identity-based discrimination, harassment, and retaliation. Every student in this class should have the right to learn and engage within an

environment of respect and courtesy from others. We encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](#)).

Feedback and Communications

Image Release

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to TKinley@unt.edu and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

If your instructor employs lecture capture technology to record class sessions, students may occasionally appear on video. The recording may be used in future course offerings.

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 the course. 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 are administered at the designated times during the final week of each long semester and during the specified day of each summer term. *Please check the calendar early in the semester to avoid any schedule conflicts.* You can find the Final Exam Schedule here: <https://registrar.unt.edu/exams/final-exam-schedule>

Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward 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 EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

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 <https://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 Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Attendance Policy

Attendance will be taken at the beginning of class. Class will start at 11:05 am. Pay attention to the following as they will be implemented during the semester.

- a. **If you have an excused absence, please present the relevant documents to me on the day you resume class. If you do not provide the documentation on time as requested, your absence will automatically become an “undocumented absence”. IMPORTANT:** If you need accommodation, you will need to contact DOS within three days of resuming class. *This is critical as without this I will not be able to help (and I DO want to help you ☺).* I will not accept any DOS notes the last week of the semester (i.e., May 1st – 5th and the exam week) until unless you had an excused absence the last week of April. OR you are sick May 1st – May 5th.
- b. Documented emergencies, deaths, and illness are considered excused absences. Going on vacation, doctor’s appointment, car did not start in the morning, parking was horrible, Spring Break are not considered to be excused absence.
- c. I reserve the right to excuse a student from class on an individual basis with appropriate documentation and advance notification.
- d. **If you have more than 3 absences which are undocumented it may lower the grade by one letter.** You are responsible for attending each class meeting and secure your own notes from another student in the class.

General Assignment Guidelines

Please follow these general guidelines for all the assignments:

1. Team projects or Individual Projects. There will be both, in this course.
2. Each team will have three members. If you have concerns/complaints with your teammates, please follow this protocol:
 - a. Send me an email listing the concerns. Email needs to be sent only through Canvas.
 - b. Set up a meeting with me, all team members need to be present – This is non-negotiable and can happen during office hours or through Zoom.
 - c. **Point penalties:**
 - First complaint – Warning to the student.
 - Second complaint – 5% deduction from the current assignment.
 - Three complaints or more – 15% deduction from the assignment.
 - d. Team evaluations: **IF** your team **works well together**, there is **no need to submit a peer evaluation**. However, if team member(s) did not participate as needed, you can submit peer evaluation. Peer evaluation needs to be received by 10:59 am the date when it is due. A %age of the point will be deducted from the overall grade of the assignment. For example, if a student received 70% in the peer evaluation, then they would receive 70% of the grade for the assignment.
3. Grading Rubric is your friend! Please refer to them always while working on any assignment.
4. All the assignments are due on the date stated on the assignment – no exceptions. The assignments will be due at 10:59 am, prior to coming to class except when we work on assignments in class.
5. It is YOUR responsibility to keep up with the due dates – once again these will be posted on the assignment handout. If there are any changes, I will post them on canvas.

6. Please use APA for all assignments. **Remember only “one” quote will be allowed per assignment.** You cannot have an entire paragraph from the same article – however good it is! Use the APA cheat sheet as a guide.
7. The book is a required reading, the ENTIRE book!! Please understand that you will be tested on this exam as well as take online quizzes.
8. Exams – All exams (except for the Final Exam) will start at 11:00 am and end at 12:20 pm. The first three exams will be online, it will be timed (60 minutes) and you will need to download Respondus. Final exam will be in class. ODA students will be provided the noted accommodations.
9. If you are planning to drop the class due to any reason – please send your team a formal email and copy me on the same.

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 (210 points):** This is a capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed throughout the semester.
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 (50 pts.):** There are two 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: 750 points**

A	675	750
B	600	674
C	525	599
D	450	524
F	Below 450	

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 17/19	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 24/26	Assignment details 1. Summary of Concept 2. World is Flat quiz 3. Team Formation and Team Contract (In-class activity) – points will not be provided if you were not in class.	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

Jan 31/ Feb 02	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>	Business Models - 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 07/09	Exam 1 <i>Summary #2 due by 10:59 am</i>	Consumer Engagement in Digital Channels Assignment Details Global brand choices will be provided to teams – each team will have chosen their brands by end of class.
Feb 14/16	UX and UI, including creating a persona. <i>Summary #3 due by 10:59 am</i>	Consumer path-to purchase – Customer Journey Mapping <i>Target assignment due by 10:59 am</i>
Feb 21/23	Digital Tools and Methods <i>Summary #4 due by 10:59 am</i>	Mandatory College of Merchandising, Hospitality, & Tourism 2023 Leadership Symposium
Feb 28/Mar 02	Persona Assignment in class – each team will complete TWO Personas by the end of class	Customer Journey Mapping – students will complete ONE journey map.
Mar 07/09	Exam 2 <i>Persona Assignment due by 10:59 am</i>	Guest Lecturer: Mr. Pamidimukkala Important: Questions from his presentation will be included in the Exam. <i>Customer Journey Mapping due by 10:59 am</i>
Mar 14/16	SPRING BREAK	
Mar 21/23	World is Flat – Chapters 1-4 <i>Quiz will open at 12:30 pm and will close on Mar 23 at midnight.</i>	World is Flat – Chapters 5-8 <i>Quiz will open at 12:30 pm and will close on Mar 25 at midnight.</i>
Mar 28/30	Social Media Marketing and Metrics Topics covered: 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 <i>Competition Analysis due by 10:59 am</i>	Email Marketing and Metrics Topics covered: 1. Defining email marketing 2. Different types of email marketing 3. Metrics associated with email marketing. 4. Global examples of email marketing

Apr 04/06	<p>Mobile Marketing and Metrics 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 #5 due by 10:59 am</i></p>	<p>Display Marketing and Metrics 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 #6 due by 10:59 am</i></p>
Apr 11/13	<p>Exam 3</p> <p><i>Summary #7 due by 10:59 am</i></p>	<p>Search marketing and Metrics Topics covered:</p> <ol style="list-style-type: none"> 1. Defining search marketing 2. Metrics 3. Strategies using search marketing. <p><i>Summary #8 due by 10:59 am</i></p>
Apr 18/20	<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 due by 10:59 am</i></p>	<p>Cybersecurity and Privacy & Service Expectations 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 25/27	<p>Cultural Impact on Digital Channels</p> <p>Net Neutrality</p>	<p>The World Is Flat – Chapters 9-12</p> <p>Quiz will open at 12:30 pm and will close on Apr 29 at midnight.</p> <p><i>Summary #9 due by 10:59 am</i></p>
May 02/04	<p>Trends in Digital Arena</p>	<p>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.</p>
May 09	<p>Final Exam – 10:30 am – 12:30 pm</p>	