
DRTL 3090 CONSUMER ENGAGEMENT IN DIGITAL CHANNELS – Spring 2024

Lecture: Tuesday/Thursday Class 11:00 am– 12:20 pm, ENV 130

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 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.

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.

GRADE DETERMINATION

1. **Team Information & Contract (10 points):** Details provided on canvas.
2. **Individual Assignment - Summary of a topic (60 points):** There will be 10 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 (210 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
Summary of a topic	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 with other opportunities for extra credit, however, there is no guarantee that these opportunities may occur.

Tentative Course Calendar

Dates	Tuesday	Thursday
Jan 16/18	Introduction to the class Syllabus Keys to success	APA tutorial In class Quiz (Bonus activity) (Quiz will start promptly at 11:05 am) Retake quiz -Open from 12:20 pm – 11:59 pm. <i>The higher score will be recorded.</i>
Jan 23/25	Assignment details 1. Summary of Concept 2. World is Flat quiz 3. Flipped classroom 4. 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 30/ Feb 01	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. <i>The assignment needs to be completed by end of class</i>
Feb 06/08	Consumer Engagement in Digital Channels Assignment Details Global brand choices will be provided to teams – each team will have chosen their brands by the end of class. <i>Summary #2 due by 10:59 am</i>	Exam 1

Feb 13/15	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 20/22	World is Flat – Chapters 1-4 (ONLINE) <i>Quizzes will open at 11:00 am and will close on Feb 22nd at midnight.</i> <i>Summary #4 due by 10:59 am</i>	World is Flat – Chapters 5-8 (ONLINE) <i>Quiz will open at 11:00 am pm and will close on Feb 24th at midnight.</i>
Feb 27/29	Persona Assignment in class – each team will complete ONE Personas by the end of class. Complete the second one for extra credit. <i>The assignment needs to be approved to get both the assignment credit as well as the bonus points.</i>	Digital Tools and Methods <i>Attend Career Expo</i>
Mar 05/07	Customer Journey Mapping – students will complete ONE journey map. <i>The assignment needs to be approved to get credit.</i> <i>Persona Assignment due by 10:59 am</i>	Exam 2
Mar 12/14	SPRING BREAK	
Mar 19/21	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>Customer Journey Mapping 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

Mar 26/28	<p>Mobile Marketing and Metrics Topics covered:</p> <ol style="list-style-type: none"> 1. Defining mobile marketing 2. Metrics 3. Strategies for using mobile marketing. 4. Examples of mobile marketing strategy worldwide <p><i>Summary #5 due by 10:59 am</i> <i>Summary #6 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 for using display marketing. 4. Examples of display marketing worldwide. <p><i>Competition Analysis due by 10:59 am</i></p>
Apr 02/04	<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 #7 due by 10:59 am</i> <i>Summary #8 due by 10:59 am</i></p>	Exam 3
Apr 09/11	AI and the Industry	AI and the Industry
Apr 16/18	<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>Summary #9 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 23/25	<p>Cultural Impact on Digital Channels</p> <p>Net Neutrality <i>Summary #10 due by 10:59 am</i></p>	<p>Trends in Digital Arena</p> <p><i>Creating a Digital Strategy due by 10:59 am</i></p>
April 30/ May 02	<p>The World Is Flat – Chapters 9-12 (ONLINE)</p> <p><i>Quiz will open at 11:00 am and will close on May 2nd at 11:59 pm</i></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.
May 07	Final Exam – 10:30 am – 12:30 pm	

