

DRTL 2080 – Web-Authoring for Retail
Web-Authoring for Retail
Spring 2013
Tuesday, 5:30 PM – 8:30 PM, Chil 388

COURSE DESCRIPTION

A study of basic website design for retailing

COURSE OBJECTIVES

- Explore Graphical User Interfaces
- Evaluate and critic web user interfaces
- Develop Information Architecture for website
- Develop webpages using Hyper Text Markup Language (HTML)
- Explore and identify Dreamweaver components used in production of website
- Develop *e*-Portfolio on CMHT system

Instructor: Sampath Pamidimukkala
Office: Chilton 333
Phone: Office: 940.565.4492, Main office: (940) 565-2436
Course Site: learn.unt.edu
Email: Sampath.Pamidimukkala@unt.edu
Office Hours: M – W 3:00 PM- 5:00 PM, or by appointment
Please call to let me know you are coming. Unanticipated events can occur

Note: In the event of University closing, go to Blackboard website for instructions

Textbook: **None**
The course Blackboard will serve as an online textbook in lieu of a physical book.

COURSE REQUIREMENTS AND GENERAL INFORMATION

Attendance:

- Class attendance is mandatory and will be checked each class period. Please be punctual and remain until class is dismissed.
- An excused absence will only be granted for personal illness, death in the family, or some other **extraordinary circumstances**, and **must be verified in writing by a physician or appropriate authority**.
- Students are responsible for any announcement and getting materials during their absence of class.

- **Students who have four or more unexcused University absences can be dropped from the course.**

Labs: There will be between Ten to Thirteen labs this semester. These labs are intended to show you software/techniques/exercises that can help you better understand the concepts.

Assignments:

- All assignments should be submitted to the instructor by *the beginning of the class* on the due date. After beginning of the class, all assignments are considered as late assignments and will *be penalized 10% for each class calendar day*.
- No excuse will be allowed for a late assignment and will not be accepted after a week of the original due date, resulting in a “0”.

Makeup Exams:

- Makeup exams will only be given if a student contacts the instructor *prior to the exam time*. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, funeral program, and court appearance) to the instructor.
- A missed exam without an excused absence will result in a “0” for that exam.

Course Etiquettes

- Students are not allowed to use their cell phones, headphones, PDA’s, mp3 player, or other handheld devices. They must be turned off and put away out of sight during class.
- **Laptops, tablet PC’s, and notebook PC’s may be used only for note taking. Any violation of this privilege by any student will result in no longer allowing these devices for all students in the classroom.**
- If the instructor determines that a student is distracting class, the student will lose points toward the “class participation” grade.

Grade Determination: The final semester grade will be determined as follows:

- Class Attendance (96 pts): Students will lose 8 pts for each unexcused absence.
- Class Participation (24 pts): Class participation will be evaluated by an individual student’s class attitude and behavior.

Course Activity	Pts. Available
Class Attendance	96
Class Participation	24
UCD Web analysis assignment	40
Information Architecture assignment	60
e-Portfolio	80
Html – Tags assignment	40
Dreamweaver –assignment	40
Lab Assignments HTML lab assignment (18) Catalog and Product upload (22) Final Project Initial Report (30) Final Project IA (30)	100
Exam 1	100
Final Project & Presentation	100
Total	680 pts

Grading scale: The final semester grade will be determined as follows:

- A = 90-100% (612 pts-680 pts)
- B = 80-89% (544 pts-611 pts)
- C = 70-79% (476 pts-543 pts)
- D = 60-69% (408 pts-475 pts)
- F = 59% or below (407 pts or under)

**College of Merchandising, Hospitality & Tourism
Merchandising & Digital Retailing**

ADMISSION AND PRE-MAJOR REQUIREMENTS

Beginning Fall 2012, students entering UNT who wish to pursue the Bachelor of Science with a major in merchandising, home furnishings merchandising or digital retailing enter as pre-majors. Before applying to major status, pre-majors must complete at least 30 hours of college course work. Courses vary by major so it is important to discuss with a CMHT adviser.

ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.50 on all courses completed at UNT beginning in Fall 2012. First term/semester transfer students must have a transfer grade point average of 2.50.
- A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality & Tourism (CMHT) include:
 - A minimum GPA of at least 2.50 on all courses completed at UNT.
 - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGH.
 - A minimum of 2.50 GPA in all work attempted, including transfer, correspondence, extension and residence work.
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- **Important for Timely Graduation**

A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very

important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation.

For additional information regarding requirements and policies, refer to the 2012-2013 Undergraduate Catalog.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) **UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a 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.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

- The CMHT Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.

- **Departmental Contact Information (Chilton Hall 385):**

CMHT Advising Director	Kelly Ayers	940.565.3518
Advisor	Keeley Simpson	940.369.5304
Advisor	Sarah Kim	940.565.2434

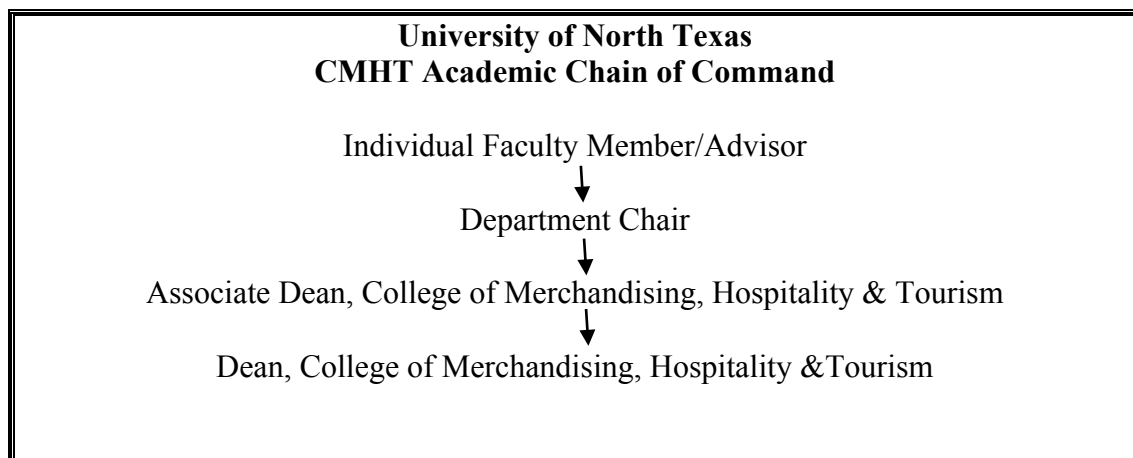
- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 28) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. CMHT will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT Spring 2013 DATES

January 21	Martin Luther King, Jr. Day – University Closed
January 28	Census Date – Students cannot be added to courses for any reason
January 29	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 4	Graduation applications due
February 25	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 11-17	Spring Vacation – classes do not meet
March 26	Last day for a student to drop a course with consent of instructor.
April 1	Early registration begins by classification for summer and fall 2013.
April 19	Last day for an instructor to drop a student with a grade of WF for nonattendance.
April 27-May 2	Pre-finals week
May 3	Reading day. No classes.
May 4-10	Finals week.
May 10-11	Commencement – Details to be announced.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your **individual faculty member and/or advisor** who will then help you navigate the Chain of Command shown below:



OFFICE OF DISABILITY 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. You may request accommodations at any time, however, 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 <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory 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.

ACADEMIC DISHONESTY

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.

ACCEPTABLE STUDENT BEHAVIOR

Student 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 the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's 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 www.deanofstudents.unt.edu

CLASSROOM POLICIES

Student 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 the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

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

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be 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 course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any Merchandising or Digital Retailing equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all UNT Merchandising and Digital Retailing degree plans requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

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 multiple 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 Advising Office. The UNT International Advising Office 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, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

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 www.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, go to the class Blackboard Learn website for instructions.

DRTL 2080 – Web-Authoring for Retail Spring 2013 Tentative Course Schedule

The following schedule is tentative.
Updated schedule will be announced in class or via Blackboard.

Week	Dates		Topic	Reading	Assignment Due Dates
1	Jan	15	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Read Syllabus/ Module 1	
2	Jan	22	Module 2 - Website Planning Lab	Module 2	UCD Web analysis assignment
3	Jan	29	Module 2 - Website Planning Module 3 - e-Portfolio Lab	Module 2	Information Architecture assignment
4	Feb	5	Module 4 - Basic HTML Lab	Module 4	e-Portfolio
5	Feb	12	Module 4 - Basic HTML Lab, Exam 1 Review		Html – Tags assignment Lab Assign – 18Points
6	Feb	19	Exam #1 (Material to date)		
7	Feb	26	Module 5 – Developing an ecommerce website, Module 6 - Dreamweaver	Module 5	
8	Mar	5	Module 6 - Dreamweaver Lab	O.P.E.N.	
9	Mar	12	Spring Break – No Class		
10	Mar	19	Module 6 - Dreamweaver Lab	Module 6	Dreamweaver – ecommerce website Assignment.
11	Mar	26	Module 7 – Hosted ecommerce solution Lab	Module 7	Catalog and Product update assignment
12	Apr	2	Module 7 - Hosted ecommerce solution Lab	Module 7	Lab Assignment 02
13	Apr	9	Module 7 – Hosted ecommerce solution Lab	Module 7	Hosted Solutions assignment
14	Apr	16	Developing an ecommerce site in Hosted environment		
15	Apr	23	Developing an ecommerce site in Hosted environment		
16	Apr	30	Final project presentation 5:30 pm to 8:30 pm		Final Project Presentation

****This course schedule is subject to change when the instructor determines it necessary for the benefit of the course. Other assignments may be added as deemed necessary to meet the course objectives.**