

**DRTL 2080 – Web-Authoring for Retail**  
**Web-Authoring for Retail**  
**Fall 2012**  
**Tuesday, 5:30 PM – 8:20 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:** 940.565.4492  
**Course Site:** [learn.unt.edu](http://learn.unt.edu)  
**Email:** [Sampath.Pamidimukkala@unt.edu](mailto: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 missing class more than six times may be administratively dropped for non-attendance.**

**Labs:** There will be between Six to Eight 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.
- 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:

<b>Course Activity</b>	<b>Pts. Available</b>
Class Attendance	80
Class Participation	40
Web interface assignment	40
Information Architecture assignment	60
e-Portfolio	80
Html – Text elements assignment	40
Html – Style elements assignment	40
Dreamweaver – page layout assignment	40
Dreamweaver - website assignment	60
Exam 1	100
Exam 2	100
Final Project & Presentation	100
<b>Total</b>	<b>780 pts</b>

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

- A = 90-100% (702 pts-780 pts)
- B = 80-89% (624 pts-701 pts)
- C = 70-79% (546 pts-623 pts)
- D = 60-69% (468 pts-545 pts)
- F = 59% or below (467pts or under)

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

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**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):**

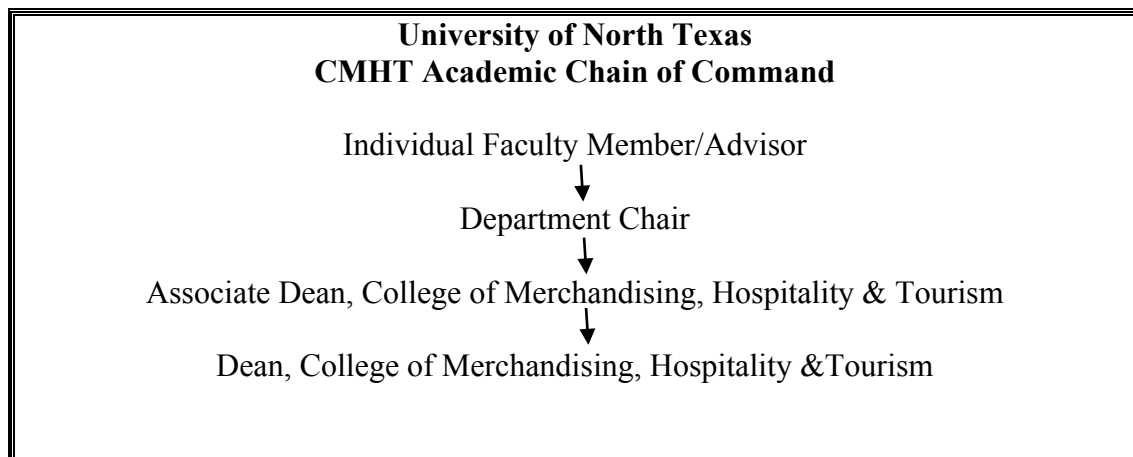
Advisor and Interim Advising Supervisor	Keeley Simpson	940.369.5304
Advisor	Sarah Kim	940.565.2434
- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12<sup>th</sup> class day (September 12) to insure you have not been dropped for non-payment.** 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 12<sup>th</sup> class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

## IMPORTANT Fall 2012 DATES

September 3	Labor Day – University Closed
September 13	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 14	Graduation applications due
October 10	Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 22	Early registration begins by classification for summer and fall 2013.
Nov 22-25	Classes dismissed for Thanksgiving holidays. University closed.
November 7	Last day for a student to drop a course with consent of instructor.
November 21	Last day for an instructor to drop a student with a grade of WF for nonattendance.
December 1-7	Pre-finals week
December 7	Reading day. No classes.
December 8-14	Finals week.
December 14 & 15	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:



## **QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973**

The College of Merchandising, Hospitality and Tourism cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the *end of the first week* and make an appointment with the instructor to discuss your needs.

### **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.

## **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](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](http://www.my.unt.edu). If you do not regularly check Eagle Connect 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](mailto: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](http://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 Blackboard for instructions.



**DRTL 2080 – Web-Authoring for Retail**  
**Fall 2012 Tentative Course Schedule**

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

<b>Week</b>	<b>Dates</b>		<b>Topic</b>	<b>Assignment Due Dates</b>
1	Sep	4	Introduction & Syllabus, Module 1 - Introduction to Graphical User Interface	Pre Quiz
2	Sep	11	Module 2 - Website Planning	Web interface assignment
3	Sep	18	Module 2 - Website Planning Module 3 - e-Portfolio	Information Architecture assignment
4	Sep	25	Module 4 - Basic HTML	e-Portfolio
5	Oct	9	Module 4 - Basic HTML	Html – Text elements assignment
6	Oct	16	<b>Exam 1 (Material to date)</b>	
7	Oct	23	Module 5 - CSS, Content Management Systems	
8	Oct	30	Module 6 - Introduction to web publishing tools	Html – Style elements assignment
9	Nov	6	Module 7 - Dreamweaver	Dreamweaver – page layout assignment
10	Nov	13	Module 7 - Dreamweaver	Dreamweaver - website assignment
11	Nov	20	<b>Exam 2 (Material to date)</b>	
12	Nov	27	Module 8 – Lab for Final project	
13	Dec	4	Final Project Presentation	
14	Dec	11	Final Project Presentation	Final Project Presentation