COURSE DESCRIPTION

Survey of e-merchandising and its applications to consumer products and services for B2B and B2C. Introduction to e-merchandising theory, terminology, resources, industry participants, and career opportunities.

COURSE OBJECTIVES

- Understand the e-merchandising environment
- Identify and understand how e-merchandising is applied along with the advantages and disadvantages of its use in consumer products and services.
- Identify e-merchandising opportunities and revenue models.
- Understand Internet consumer behavior and apply that to the creation of marketing on the Web.
- Define and comprehend terminology applicable to the field of e-merchandising in written and oral forms.
- Learn how to plan online stores
- Assess career opportunities in e-merchandising
- Examine current trends and issues in e-merchandising

Instructor: Dr. Kiseol Yang
Office: Chilton 342F
Phone: Office: (940) 369-8210, Main office: (940) 565-2436
Internet: https://ecampus.unt.edu
Students must know their EUID and password to access the course Blackboard.
E-mail: kyang@unt.edu
Office Hours: M: 9:00-11:30, or by appointment
W: 9:00-11:30, or by appointment
ISBN: 9780538469241
Other readings will be assigned.

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.
• The penalty of absence will be 3 pts each time and the penalty of being late will be 1 pt each time.
• **Students missing class more than six times may be administratively dropped for non-attendance.**

**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”.
• All written assignments (except for in-class activities) must be typed, double-spaced, one inch margin on all sides, and 12-point font.

**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 and other electronic devices (e.g., PDA, mp3 players, laptop) and must be turned off during class.
• If instructor determines that a student distracts class, the student will lose 1 point each day of the record as a part of credit for “class participation”.

**Grade Determination**
• **Class Attendance (50 pts):** Students will lose 3 pts for each absence and 1 pt for each tardy.
• **Class Participation (20 pts):** Class participation will be evaluated by an individual student’s class attitude.
• **SWOT Analysis (50 pts):** SWOT analysis technique will be used to identify e-merchandising opportunities.
• **Case Problems (50 pts each/100 total pts):** Two cases will be used to provide additional opportunities to apply concepts.
• **Assessing Career Opportunities (50 pts):** Students will explore at least three e-merchandising career opportunities and select one position that matches their interests. Students will be asked to identify and assess the career opportunities through an in-depth of interview with the HR manager who announced the position. Detail instructions will be given at a later date.
• **e-Portfolio Assignment (50 pts):** Each individual’s e-portfolio will be developed through Wikispace to shape career goals in e-merchandising industry.
• **Web Page Evaluation-Group project (100 pts):** After exploring three commercial web pages in a particular e-merchandising/retailing/commerce industry, students will complete the Web page evaluation sheet for each and provide a critique of what they find at each site. Specific questions and guidelines of web page evaluation will be presented in the class.
• **Exams (100 pts each/300 total pts):** Exam questions are derived from lecture notes, textbook, and assignments.
Grading scale: Grades are not curved. The final semester grade will be determined as follows:

- **A** = 90-100% (648 pts–720 pts)
- **B** = 80-89.9% (576 pts–647 pts)
- **C** = 70-79.9% (504 pts–575 pts)
- **D** = 60-69.9% (432 pts–503 pts)
- **F** = 59.9% or below (431 pts or under)

### SMHM ACADEMIC REQUIREMENTS

#### ACADEMIC REQUIREMENTS

- Students entering the School of Merchandising and Hospitality Management are required to have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of **C** or above must be earned in each merchandising and hospitality management (SMHM) course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
  
  a. A minimum of 2.25 grade point average in the major, with minimum grades of **C** required in all merchandising and hospitality management (SMHM) courses;
  b. A minimum of 2.25 grade point average in all courses completed at UNT; and
  c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 Undergraduate Catalog.
ACADEMIC ADVISING

- The SMHM 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 331):**
  
  | Hospitality (N-Z) and Digital Retailing | Lynne Hale | 940.565.3518 |
  | Hospitality (A-M) | Ernestine Denmon | 940.565.4810 |
  | Merchandising (A-O) and Home Furnishings | Sarah Kim | 940.565.2434 |
  | Merchandising (P-Z) | Megan Joyce | 940.369.5304 |

- 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 (September 9) 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. SMHM 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 Fall 2010 DATES**

- **August 25** Last day for 100 percent refund
- **September 1** Last day to change schedule other than a drop.
- **September 9** Twelfth class day
- **September 10** Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
- **September 16** Graduation applications due
- **October 6** Beginning this date, instructors may drop students with grade of WF for nonattendance.
- **October 16** Homecoming
- **October 29** Last day for a student to drop a course with consent of instructor.
- **November 19** Last day for a instructor to drop a student with a grade of WF for nonattendance.
- **November 19** Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
- **November 25-28** Classes dismissed for Thanksgiving holiday. University closed.
- **December 4-10** Pre-finals week
- **December 10** Reading day. No classes.
- **December 11-17** Finals week.
- **December 17** Master’s commencement
- **December 18** Undergraduate commencement
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:

![University of North Texas SMHM Academic Chain of Command](image)

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

The School of Merchandising and Hospitality Management 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 School of Merchandising and Hospitality Management 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.

The School of Merchandising and Hospitality Management 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 Eagle Connect or link it to your favorite e-mail account, please do so, as this is where you learn about job opportunities, SMHM 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 SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management degree plan 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. This includes “courses in a box” from other educational institutions (SMHM 2550, 4250, 4820, etc.). “Courses in a box” do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

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 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 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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug 26</td>
<td>Introduction &amp; Syllabus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Aug 31</td>
<td>What is E-Merchandising</td>
<td>Ch 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sept 2</td>
<td>History of E-Commerce and E-Merchandising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>Traditional Merchandising vs. E-Merchandising</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>E-Merchandising Opportunities: SWOT Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>14</td>
<td>Basic Technology of the Internet</td>
<td>Ch 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Selling on the Web</td>
<td>Ch 3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>21</td>
<td>Creating Effective Web Presence</td>
<td></td>
<td>SWOT Analysis</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Internet Consumers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>28</td>
<td>Market Research</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>30</td>
<td><strong>Exam 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Oct 5</td>
<td>Marketing on the Web</td>
<td>Ch 4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Marketing on the Web</td>
<td></td>
<td>Case#1 Problems</td>
</tr>
<tr>
<td>8</td>
<td>12</td>
<td>Online Branding</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>Customer Interface</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>19</td>
<td>Designing the Shopping Experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21</td>
<td>Online Auctions, Virtual Communities, and Web Portals</td>
<td>Ch 6</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>26</td>
<td>International, Legal, and Ethical Issues</td>
<td>Ch 7</td>
<td>Case #2 Problems</td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>e-Portfolio development through Wiki and Online Discussion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Nov 2</td>
<td>Technology for E-Commerce</td>
<td>Ch 8/9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td><strong>Exam 2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>9</td>
<td>Career Opportunities in E-Merchandising</td>
<td></td>
<td>Career Opportunity 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>e-Portfolio Development through Wiki</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>E-Commerce Security</td>
<td>Ch 10</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>16</td>
<td>Electronic Payment Systems</td>
<td>Ch 11</td>
<td>Career Opportunity 2</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>Providing Customer Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>23</td>
<td>Planning the Virtual Stores</td>
<td>Ch 12</td>
<td>Web Page Evaluation</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td><strong>Thanksgiving (No class)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Dec 2</td>
<td>Presentation</td>
<td></td>
<td>Career Opportunity 3</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>Presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>7</td>
<td>Trends and Issues in E-Merchandising</td>
<td></td>
<td>e-Portfolio</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Presentation/Review for Final Exam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>Final Exam, Dec 16 (Thur), 9:00 a.m-10:00 a.m</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>