

DRTL 3090 CONSUMER ENGAGEMENT IN DIGITAL CHANNELS – Spring 2012

Lecture: Tuesday/ Thursday Class 11:00 – 12:20 pm, Cury Hall 104

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. Gain familiarity with various social media networks and “buzz-words” related with Web 2.0 with respect to consumer experience
2. Understand a multi-channel consumer’s decision making process
3. Understand the challenges and opportunities faced by multi-channel businesses.
4. Prepare students to evaluate, utilize, and develop technology savvy which will benefit them in their career.

TEXT: **World is Flat**
INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 B
PHONE: 940-565-2439 (Office) 940-565-2436 (SMHM Department)
E-MAIL: Sanjukta.Pookulangara@unt.edu
OFFICE HOURS: Tuesday/Thursday – 12:30 –2:30 pm
Additional conference available by appointment

PREREQUISITES: **Junior or Senior standing**

Blackboard: ecampus.unt.edu (online course accessory). This course is enriched with a Web CT component. Therefore, students must know their EUID and password.

Special Note: Many of the projects will utilize basic computer programs in MS Word, MS PowerPoint and Paint program. The student will be required to purchase particular supplies beyond the textbook for lab experiences. There are three exams and a final exam. **The final will be comprehensive.** Presentations are expected to be professional including professional attire. This course covers many facets with the purpose of preparing the student for the future; therefore, the course does expect a considerable amount of work from the student.

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

COURSE REQUIREMENTS AND GENERAL INFORMATION

ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.25 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, 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 2.25 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 2.25 GPA in all work attempted, including transfer, correspondence, extension and residence work.

▪ **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 2011-2012 Undergraduate Catalog.

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):**

Assistant Director of Advising (All Digital Retailing and Double Majors)	Dr. Lynne Hale	940.565.3518
Merchandising (A-L)	Sarah Kim	940.565.2434
Merchandising (M-Z) and All Home Furnishings	Keeley Simpson	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 (January 30) 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 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT Spring 2012 DATES

January 16	Martin Luther King, Jr. Day – University Closed
January 31	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 7	Graduation applications due
February 27	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 16-25	Spring Break
March 27	Last day for a student to drop a course with consent of instructor.
April 2	Early registration begins by classification for summer and fall 2012.
April 20	Last day for an instructor to drop a student with a grade of WF for nonattendance.
April 28-May 3	Pre-finals week
May 4	Reading day. No classes.
May 5-11	Finals week.
May 11-12	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 medial 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 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).

Class attendance will be recorded daily. Regular and punctual attendance is expected. Please be considerate of your classmates and come ON TIME! Absences will be excused on providing relevant documents. **These documents need to be presented to the instructor on the day the student resumes classes.** Documented emergencies, deaths, and illness are considered excused absences. The instructor also reserves the right to excuse a student from class on an individual basis with appropriate documentation and advance notification. **If the student has 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. **Poor attendance may result in the lowering of the final grade.**

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 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 lectures 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, faculty will keep students updated using blackboard regarding assignments and class material.

GRADE DETERMINATION

Exams (300 pts.) Three exams will be given. 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). The final is comprehensive and mandatory.

Consumer Engagement in the Digital Channels – The Marketing Project (170 points): This is a capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed throughout the semester.
Please remember to utilize the class time for group meetings

New Tools and Innovations in the Retail Industry (80 Points) – This project involves blogging as well as in-class presentation.

E-Branding (40 points): Students will create an e-portfolio using wordpress.

Wikipedia Assignment (50 points): Students will make original postings on Wikipedia.

Detailed requirements for projects, field trips, and special events will be distributed throughout the semester. If you are absent on the day an assignment is distributed and discussed, it is your responsibility to obtain the necessary information.

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: 640 points	
90 - 100% = A = 576 - 640	60-69% = D = 384 - 447
80 - 89% = B = 512 - 575	Below 60% = F = 383 and below
70 - 79% = C = 448 - 511	

Bonus Point Assignment: Bonus points will be awarded as and when possible. Please do not ask for additional bonus points!!

* Cell phone/pager penalty = -25!

Tentative Course Calendar

Week of:	Tuesday	Thursday
Jan 17/19	Introduction to the class Consumer Engagement in Digital Channels Project Details Provided New Tools and Innovations in the Retail Industry – Details Provided	The OMNI Channel – Consumer/Retailer Teams for Digital Channel / New Tools Project Formed
Jan 24/26	Social Media – What does it mean? The Social Media Ecosystem	Social Media Marketing Wikipedia Assignment
Jan 31/ Feb 02	Internet Marketing Allocating of Topics for New Tools Presentation	Internet Marketing
Feb 07/ 09	Internet Marketing	Guest Lecturer: Cody Sharp Wikipedia assignment Topics Due New Tools Assignment starts
Feb 14/16	Social Media Metrics New Tools Presentation 1	Integrate Traditional tactics with the Digital Ones – Best of both worlds New Tools Presentation 2
Feb 21/23	Consumer Engagement in Digital Channels – The Marketing Strategy – Information presented for the Experiential Activity	Exam 1 Wikipedia Assignment – First Post
Feb 28 /Mar 01	Experiential Activity - Novice	Experiential Activity - Intermediate

Mar 06/08	Experiential Activity - Advanced Consumer	Culture and Digital Channels New Tools Presentation 3
Mar 13/15	Engagement in Digital Channels Project – Companies Selected Experiential Activity Feedback paper due and in-class discussion	Digital Consumers - Changing Service Expectations New Tools Presentation 4 Wikipedia Assignment – Last week to monitor E-branding Assignment
Mar 20/22	<i>Spring Break</i>	<i>Spring Break</i>
Mar 27/29	Net Neutrality New Tools Presentation 5 Wikipedia assignment due in class	Cybersecurity and Privacy Issues New Tools Presentation 6
Apr 03/05	Exam 2	Second Life and other cool tools Digital Trends
Apr 10/12	The World is Flat New Tools Presentation 7	The World is Flat New Tools Presentation 8
Apr 17/19	The World is Flat New Tools Presentation 9	Consumer Engagement in Digital Channels – Presentation The paper is due via turitin for all the teams today!
Apr 24/26	Consumer Experiences Symposium – <u>Mandatory Attendance</u>	Consumer Engagement in Digital Channels - Presentation
May 01/03	Consumer Engagement in Digital Channels - Presentation	E-branding Assignment due via blackboard email
May 08/10	Final Exam May 10 10:30 am – 12:30 pm	