
SMHM 3090 CONSUMER ENGAGEMENT IN DIGITAL CHANNELS – Spring 2011

Lecture: Tuesday/ Thursday Class 11:00 – 12:20 pm, Chilton Hall, 387

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: Monday – 12:30 – 1:30 pm; Tuesday/Thursday – 12:00 – 1:30 pm
Additional conference available by appointment

PREREQUISITES: ***E-Merchandising students will need to complete SMHM 2090 prior to taking this class. Other students need to have at least junior standing to enroll in this class.***

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
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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):**

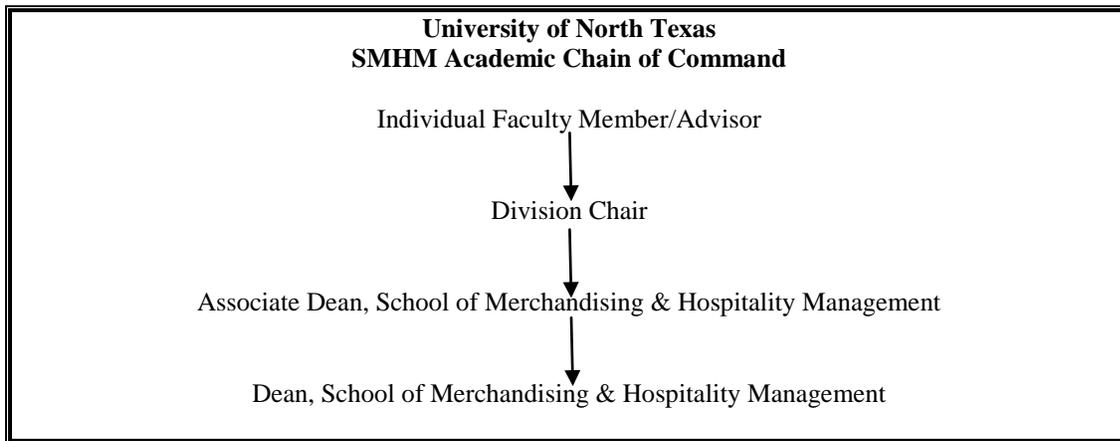
Hospitality (N-Z) and Digital Retailing	Lynne Hale	940.565.3518
Hospitality (A-M)	Ernestine Denmon	940.565.4810
Merchandising (A-O) and Home Furnishings	Sarah Kim	940.565.2434
Merchandising (P-Z)	Keeley Simpson	940.369.5304
- Please check prerequisites carefully prior to enrolling in courses. *Students are responsible* for completing all prerequisite courses before enrolling in upper division courses.
- It is imperative that students pay for all enrolled classes. Please check your online schedule daily through the 12th class day (January 31) 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 be unable 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 2011 DATES

January 17	Last day for 100 percent refund
January 21	Last day to change schedule other than a drop
January 31	Twelfth class day
February 1	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 18	Last day to apply for May graduation
February 28	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 14 – 20	Spring Break
March 29	Last day for a student to drop a course with consent of instructor
April 22	Last day for an instructor to drop a student with a grade of WF for nonattendance.
April 22	Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
April 30 – May 5	Pre-finals week
May 6	Reading day; no classes
May 7 – 13	Finals week
May 13	Master's commencement
May 14	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:



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 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, 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, study abroad programs, 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).

ASSIGNMENT DUE DATES

Assignments and exercise are to be submitted on due dates that will be announced in advance. Assignments turned in using “turnitin” on the designated date. **Late work will not be accepted.**

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.

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 (120 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 (90 Points) – This project involves blogging as well as in-class presentation.

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

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: 550 points

90 - 100% = A = 495 - 550	60-69% = D = 330 - 384
80 - 89% = B = 440 - 494	Below 60% = F = 329 and below
70 - 79% = C = 385 - 439	

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 18/20	Introduction to the class Consumer Engagement in Digital Channels Project Details Provided New Tools and Innovations in the Retail Industry – Details Provided	Speaker – Rich Last
Jan 25/27	The OMNI Channel – Consumer/Retailer Teams for Digital Channel / New Tools Project Formed	The OMNI Channel – Consumer/Retailer New Tools Topics Allocated
Feb 01/03	Snow Day	Snow Day
Feb 08/ 10	Career EXPO	Guest Speaker Branding You Assignment details provided
Feb 15/17	Social Media – What does it mean? The Social Media Ecosystem New Tools Presentation 1 New Tools Presentation 2	Social Media Marketing New Tools Presentation 3 Wikipedia Assignment
Feb 22/24	Exam 1	Social Media Metrics New Tools Presentation 4

Mar 01/03	Internet Marketing New Tools Presentation 5 Consumer Engagement in Digital Channels Project – Companies Selected	Internet Marketing New Tools Presentation 6
Mar 08/10	Internet Marketing New Tools Presentation 7	Culture and Digital Channels New Tools Presentation 8
Mar 15/17	<i>Spring Break</i>	<i>Spring Break</i>
Mar 22/24	Digital Consumers - Changing Service Expectations New Tools Presentation 9	Net Neutrality New Tools Presentation 10
Mar 29/31	Integrate Traditional tactics with the Digital Ones – Best of both worlds New Tools Presentation 11	Second Life and other cool tools New Tools Presentation 12
Apr 05/07	Exam 2	Digital Trends
Apr 12/14	The World is Flat New Tools Presentation 13	Consumer Experiences Symposium – <u>Mandatory Attendance</u>
Apr 19/21	The World is Flat New Tools Presentation 14 Wikipedia Assignment due	The World Is Flat Branding You – Wordpress Assignment due via turnitin New Tools Presentation 15
Apr 26/28	Consumer Engagement in Digital Channels - Presentation	Consumer Engagement in Digital Channels - Presentation
May 03/05	Consumer Engagement in Digital Channels - Presentation	Portfolio Due in my office
May 10/12	Final Exam May 10 10:30 am – 12:30 pm	