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.

REQUIRED TEXT: World is Flat

INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 B
PHONE: 940-565-2439 (Office) 940-565-2436 (CMHT)
E-MAIL: Sanjukta.Pookulangara@unt.edu
OFFICE HOURS: Monday –Thursday 11:00 am –12:00 pm
Additional conference available by appointment

PREREQUISITITES: Junior or Senior standing.

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

GRADE DETERMINATION

Exam (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), **final is 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. Evaluations are due in CLASS, NO EXCEPTIONS!!!!!
New Tools and Innovations in the Retail Industry (90 Points) – This project involves blogging as well as in-class presentation. Please note that evaluations are due the day of blog posting to be counted. NO EXCEPTIONS. Please bring the printout to class.

World is Flat Quiz (140 points): Online timed quiz will be administered. Details will be provided in class.

World is Flat Assignment (20 points): Students will be assigned chapters to write a one page abstract and create PowerPoint. The PowerPoint and abstract has to be emailed to be via Blackboard Learn. Please DO NOT USE prezi to create this PowerPoint. The assignment is due on August 9, 2016 by 12:00 pm.

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: 670 points
90 - 100% = A = 603 - 670  60-69% = D = 402 - 468
80 - 89% = B = 536 - 603  Below 60% = F = 401 and below
70 - 79% = C = 469 - 535

* Cell phone/pager penalty = -25!
<table>
<thead>
<tr>
<th>Week of:</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 11-14</td>
<td>Introduction to the class Details provided for all the assignments Teams formed</td>
<td>The OMNI Channel – Consumer/Retailer</td>
<td>Digital Tools and Methods Send information for pbworks signup today!!!</td>
<td>Digital Tools and Methods Answer Question regarding assignments and finalize new tools topics Companies are selected</td>
</tr>
<tr>
<td>July 18-21</td>
<td>Marketing and Merchandising Pbworks sign-up completed.</td>
<td>Marketing and Merchandising</td>
<td>Social Media Marketing</td>
<td>Exam1</td>
</tr>
<tr>
<td>July 25-28</td>
<td>Social Media Marketing Social Media Metrics</td>
<td>Social Media Metrics</td>
<td>Integrate Traditional tactics with the Digital Ones – Best of both worlds All the New Tools Blogs posted today</td>
<td>Exam 2</td>
</tr>
<tr>
<td>Aug 08-11</td>
<td>Work Day The paper and the PowerPoint are due via turitin/Assignment tab for all the teams today! By 8:00 pm</td>
<td>World Is Flat World Is Flat Assignment is due Quiz 1-5</td>
<td>World Is Flat Quiz 6-10</td>
<td>World Is Flat Quiz 11-14</td>
</tr>
</tbody>
</table>

**FINAL EXAM WILL BE ON AUGUST 12, 2016.**