COURSE DESCRIPTION
Study and applications of merchandising in a virtual format. Emphasis on merchandising processes that convey product characteristics to the consumer from production through distribution. Development of web site using computer software. Prerequisites: DRTL 2090 and DRTL 2080 or MKTG 4620.

COURSE OBJECTIVES
- Explore and identify Magento components used in the production of websites.
- Explore techniques for the communication of retail character and image in a virtual environment incorporating merchandising concepts and theory.
- Investigate current trends in virtual merchandising.
- Evaluate and critic real-world e-commerce websites.
- Develop website using identified computer software and design principles.
- Develop website strategies to drive traffic to an online store and increase conversion

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Phone: Office: (940) 565-2439; Main office: (940) 565-2436
Internet: http://learn.unt.edu
Students must know their EUID and password to access Blackboard.
E-mail: Sanjukta.Pookulangara@unt.edu
Office Hours: Mon & Wed: 11:30 A.M-1:30 P.M, or by appointment

Grade Determination
- In-Class Activity (10 pts each/60 pts total): At the end of select lectures, students will be required to complete in-class project. Some of the projects will be individual and some group based. In case there is no time to complete the assignment in class – it will always be due by 10:00 am the next day, NO EXCEPTIONS.
- Capstone Project (220 pts): A comprehensive capstone project will be used to reinforce concepts, theories, and critical thinking skills in a virtual format.
- Final Presentation (50 pts): Each member of the group will be assigned a group grade based on the group ability to successfully meet the capstone project objectives.
- **Reflection Paper (10 points)**
- **Peer Evaluation (50 pts):** Students will be assigned an individual capstone project grade based on their group involvement and contribution to the entire project.
- **User Interface Design (50 pts):** Students will design user interface using relevant programs (e.g., Dreamweaver, Photoshop, PowerPoint)
- **Webs Usability test (40 pts):** Students will perform usability testing on their own websites and report the information.
- **Exams (100 pts each/ 300 pts total):** Exam questions are derived from lectures and textbook. You will take three exams during the semester.
- **Trend Analysis (50 pts each/150 total):** Details will be provided in class.

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

**Graduate Students**

A = 90-100% (828 pts-920 pts)  
B = 80-89% (736 pts-827 pts)  
C = 70-79% (644 pts-735 pts)  
D = 60-69% (552 pts-643 pts)  
F = 59% or below (551 pts or under)

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<thead>
<tr>
<th>Course Activity</th>
<th>Pts. Available</th>
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<tbody>
<tr>
<td>In-class Project</td>
<td>60</td>
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<tr>
<td>Website Usability</td>
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<td>Capstone Project</td>
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<tr>
<td>Final Presentation</td>
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<td>Peer Evaluation</td>
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<td>User Interface</td>
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<td>Reflection Paper</td>
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<tr>
<td>Exam I</td>
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<td>Exam II</td>
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<td>Final Exam</td>
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<td>Trend Analysis</td>
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<td><strong>Total</strong></td>
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<td>Web Usability &amp; Website Review</td>
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<td>12 Final Exam 1:30 p.m. - 3:30 p.m.</td>
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*This course schedule is subject to change when the instructor determines it necessary for this course benefits. Other assignments may be added as deemed necessary to meet the course objectives.*