

WM9A1-15 Digital Retail Strategy

21/22

Department

WMG

Level

Taught Postgraduate Level

Module leader

Armaghan Khan

Credit value

15

Module duration

2 weeks

Assessment

Multiple

Study locations

University of Warwick main campus, Coventry Primary

Distance or Online Delivery

Description

Introductory description

Digital technologies play an increasingly important role in modern retail practice. Alongside obvious examples such as online sale channels (e.g. eCommerce), digital plays a role in the whole product lifecycle, from inception to market development and internationalisation. This module will explore all of these interactions and the impact they are having on modern retail practice

Module aims

The principal aims of this module are to provide students with a detailed understanding of latest practice in international retail practice, and the disruptive digital technologies that are increasingly utilised in the field. The module emphasises the practical implementing of digital retail strategy, and covers the whole product lifecycle, including:

1. Product inception and creation
2. Product development and R&D
3. Manufacturing and launch
4. Sales strategy and the digital sales force
5. Growth and internationalisation

Throughout students will be given hands-on experience of the latest, cutting-edge technologies

and will explore the importance of digitalisation of the retail industry

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Retailing key concepts

- Niche vs mainstream
- B2B and B2C
- FMCG
- Global brands

1. Digital and physical retail

- Online selling
- Digital store management
- Partnerships
- Multichannel and omnichannel

1. The product lifecycle

- Product concept and R&D
- Manufacturing and product development
- Launching a product and sales planning
- Customer experience strategies for retail

1. Growth and internationalisation

- Growth planning for retail
- Internationalisation
- The digital sales force

1. eCommerce and digital retail technology

- eCommerce platforms
- CMS systems
- System integration and operations technology

1. A practical simulation of the above topics

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate a comprehensive understanding of retail strategies and the impacts of digitalisation upon them
- Critically analyse industries and competitors to develop new initiatives and products
- Critically analyse advanced digital retail solutions and evaluate their suitability to specific use

cases

- Develop comprehensive digital retail strategies to manage the entire project lifecycle
- Critically analyse the risks associated with a digital retail strategy, and develop appropriate mitigations to manage them

Indicative reading list

[View reading list on Talis Aspire](#)

Interdisciplinary

A mixture of technology/computing topics and business topics

International

Topics are of high international demand

Subject specific skills

Product development, industry analysis, product marketing, sales strategy, retail strategy, digital retail tools

Transferable skills

Consultancy skills, sales skills, project management, communication skills, teamwork

Study

Study time

Type	Required
Lectures	16 sessions of 1 hour 30 minutes (16%)
Seminars	14 sessions of 1 hour 30 minutes (14%)
Assessment	105 hours (70%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time
Retail Development Presentation Presentation of a retail development plan built based on a specific industry	20%	15 hours
Post Module Assignment A business-style report discussing core topics in digital retail	80%	90 hours

Assessment group R

	Weighting	Study time
Post Module Assignment A business-style report discussing core topics in digital retail	100%	

Feedback on assessment

Verbal feedback for in-module element. Written feedback and annotated scripts for post-module element

Availability

Courses

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)