

# WM9A1-15 Digital Retail Strategy

**22/23**

**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

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## 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 (11%)
Seminars	14 sessions of 1 hour (9%)
Online learning (independent)	15 sessions of 1 hour (10%)
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.

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## Assessment

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

### Assessment group A1

	Weighting	Study time	Eligible for self-certification
Retail Development Presentation	20%	15 hours	No
Presentation of a retail development plan built based on a specific industry			
Post Module Assignment	80%	90 hours	Yes (extension)
A business-style report discussing core topics in digital retail			

### Assessment group R1

	Weighting	Study time	Eligible for self-certification
Post Module Assignment	100%		Yes (extension)
A business-style report discussing core topics in digital retail			

## Feedback on assessment

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

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## Availability

## Courses

This module is Optional for:

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