

WM9A1-15 Digital Retail Strategy

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Armaghan Khan

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

Study locations

University of Warwick main campus, Coventry Primary
Distance or Online Delivery

Description

Introductory description

Modern retail has gone through a transformational shift moving from a more traditional brick and mortar model to a digital first industry. As online channels continue to dominate as avenues of growth, businesses increasingly try to re-imagine their strategies leveraging digital tools and platforms to improve their business models, operations and customer experience.

Module aims

The Digital Retail Strategy module aims to appraise students of modern trends in retail and how digital technologies are influencing the industry. The module delivers a hands-on experience of digital retail platform development and covers a range of supporting topics such as:

1. Web Retail Store Design
2. Digital Marketing Tools for Online Retail
3. Sales Strategies & Conversion Rate Optimization for Digital Retail
4. Digital Supply Chain & Partnerships
5. Latest Technologies and their Impact on Digital Retail

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.

Digital Platform

- Web Tech and Models
- Store Design
- Key Functionality for Digital Store

Digital Retail

- Online Selling Process
- Digital store management
- Partnerships
 - Digital Marketing for Retail
- Conversion Rate Optimization

Retail Channels

- B2B and B2C
- Marketplaces
- Digital Retail Supply Chain Planning

Technology

- Key Retail Tech
- Business Intelligence
- Data-Driven Retail

Learning outcomes

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

- Demonstrate the ability to work in a group and develop a use case appropriate strategy presentation using key learnings from the module
- Critically assess different digital retail platform technologies and develop an understanding of design optimization for delivering conversion friendly storefronts.
- Critically evaluate various sales, marketing and operations strategies that help deliver success for the digital enterprise and employ the most appropriate ones for the assigned use case.
- Critically analyse the potential and role of modern technologies in delivering higher levels of customer convenience and selling success.
- Evaluate key digital storefront design and functionality choices and employ appropriate ones for delivering customer experience and selling success for the assigned use case.

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

Web Store Development - Web Store Design - Sales Strategy - Marketing & Operations Planning - Data Driven Intelligence

Transferable skills

Strategy Development Skills - Sales skills - Data Driven Decision Making - Channel Planning - Communication Skills - Teamwork

Study

Study time

Type	Required
Lectures	20 sessions of 1 hour (22%)
Seminars	10 sessions of 1 hour (11%)
Online learning (independent)	60 sessions of 1 hour (67%)
Total	90 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A3

	Weighting	Study time
Digital Store Front Design - Group Assessment	30%	18 hours
<p>Students are tasked with creating a digital store front using Wordpress & WooCommerce/Shopify or any other appropriate platform. The student will also be required to do a reflective piece on the group work done in the original assessment. The reflective piece would be 750 words and hold a 5% weightage. The students will work on the reflective piece during the second half of week 4. The IMA is released at the end of week 3 and IMA presentations are held during the second session of Week 4. Students will be submitting the reflective piece of work after their presentations on Friday, Week 4 no later than 5pm.</p>		
Business Report	70%	42 hours
<p>A business-style report in which the students will be working on strategy development for the digital retail operation. The students will be look at strategy from technology, sales, marketing and operation perspective making critical choices in line with the industry assigned.</p>		

Feedback on assessment

Verbal feedback for in-module element. Written feedback and annotated scripts for the Essay based Assignment.

Availability

There is currently no information about the courses for which this module is core or optional.