

Digital Retail Environments – New Paths to Purchase

<p>Course Purpose and Objectives</p>	<p>This course aims to:</p> <ul style="list-style-type: none">▪ Understand, measure and evaluate the online consumer journey,▪ Explore how customer relationship management (CRM) is an effective technique in planning long-term customer retention and growth▪ Enhance students’ ability to develop and propose consultative recommendations for new approaches covering social media marketing platforms, multichannel and omnichannel marketing strategies▪ Present concepts and theories of evolving consumer behaviour and new paths to purchase in the digital retail environment▪ Illustrates the dimensions of social psychology and its relationship to brands and branding, and also the way in which emotional attachment with a brand influences the decision-making process. <p>Indicative topics:</p> <ol style="list-style-type: none">1. Concepts and theories of consumer behaviour and limitations2. The dimensions of social psychology and its relationship to brands and branding3. Understanding the online consumer journey4. The evolution of social media marketing5. Customer relationship management6. Application of digital tools to develop and present buyer personas and create customer journey maps7. Skills portfolio – Consultancy techniques, presentation skills, research skills
---	--

<p>Learning Outcomes</p>	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none">▪ Determine the target audience, and critically examine how behaviour, attitudes and preferences impact the evolution of ecommerce and online ecosystems▪ Critically analyse and evaluate the decision-making process and patterns of behaviour in order to extrapolate information from these models to accurately map the customer journey.▪ Demonstrate a systematic understanding of digital technology within retail environments, and critically assess the marketing opportunities of various paths to purchase.▪ Develop a comprehensive understanding of channel selection, and distinguish between social media, omnichannel to multichannel marketing.▪ Critically assess data-driven digital consumer and customer insights, and critically analyse and interpret these insights in relation to online marketing.▪ Develop a comprehensive understanding on the effectiveness of adopting customer relationship management (CRM) systems
---------------------------------	--

