

Holistic Retail Design

Module Information

2022.01, Approved

Summary Information

Module Code	7550ECBM
Formal Module Title	Holistic Retail Design
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
European College of Business Management

Learning Methods

Learning Method Type	Hours
Lecture	18
Online	12
Seminar	6

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To enable future managers and entrepreneurs to understand and take advantage of strategies and best practice in retail for the digital environment. This will be placed within an international context.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply effective competitive and communication strategies for retailing in the digital sphere
MLO2	2	Demonstrate a critical understanding of customer touchpoints (stationary, digital, media and event touchpoints)
MLO3	3	Be able to critically evaluate and analyse cases of best practice in retail design
MLO4	4	Read, summarise and critically discuss texts relevant to an academic programme of study in retail design

Module Content

Outline Syllabus	The dynamics of retail design in the digital sphere: competitive and communication strategies Design strategies: authenticity, contextualisation, presuming, storytelling, exclusivity and gamification Best practice cases in digital and stationary retail design Branding in physical retail design (stationary touchpoints) Digital media and event touchpoints in retail design Understanding academic literature in the field of retail design
Module Overview	
Additional Information	This module aims to provide learning that will be useful to the student's future career ambitions in either starting or being a manager within a dynamic enterprise. The module is aimed at developing an understanding and practical consideration (as well as academic evaluation and analysis) of the options available to a business in getting its product or service to market, and therefore closely follows on from the Fashion Enterprise Skills and Social Enterprise modules, linking in with Social Media for Entrepreneurs The presentation task will be case study based on an industry related project, and there will be assessment of both group and individual capabilities. Delivery will focus on examination of actual case studies and presentation based materials that enhance the learners' understanding of communication within the context of the international marketplace. The coursework will provide an opportunity to investigate an in-depth issue which will challenge a diverse range of theories and their application to an international fashion business environment.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	20 min group presentation	20	0	MLO1, MLO2, MLO3
Report	Ind report 3,500 words	80	0	MLO1, MLO2, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Wolstencroft	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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