MODULE DESCRIPTOR

MODULE TITLE	Multi-Media Retailing		
Module Code	44-6972-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Examination		
Pre-Requisite Modules *(if applicable)*	None		
Delivered according to Standard Academic Calendar YES	**Long: 2 semesters** YES	**Short: 1 semester** N/A	**Other delivery pattern:** *Please specify*

1 **MODULE AIMS**

The aims of this module are to:
- develop a critical awareness of the various 'non-store' based models of retailing and their applications in practice;

- develop an understanding and appreciation of the opportunities and limitations that these models present, both now and in the future;

- give students the knowledge, skills and confidence to manage mail order, internet and digital retailing formats; and

- provide students who are considering employment in the multi-media retailing environment with an in depth platform to examine the management issues, tools and techniques associated with this dynamic and rapidly evolving business area.

2 **MODULE LEARNING OUTCOMES**
BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Conduct a critical analysis of the various 'non-store' based methods of retail delivery;

2. Assess the viability and appropriateness of each of these methods in any given retailing situation.

3. Formulate an integrated retail strategy using a mix of traditional 'bricks and mortar', catalogue based, electronic and virtual retail delivery models;

4. Apply retail management principles across a range of electronic, digital and non-store based retailing media; and

5. Be fully conversant with and comment critically upon the retail management & consumer implications involved with 'lean back' (digital TV) and 'lean forward' (computer based) modes of multi-media retail interaction.

3. INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Teaching will compromise both lectures and seminars. The seminars will be used for small group activities and problem solving, and the investigation of case illustrations.

The unit will be assessed by means of coursework and examination.

Details of the coursework together with timings for submission will be given at the start of the unit.

ASSESSMENT STRATEGY AND METHODS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2500 words	No
2	Exam	EX	50%	2 hours unseen	No

4. INDICATIVE MODULE CONTENTS / TOPICS

- How new technology influences, shapes and transforms the changing retail environment;
- Use of different media in retailing, including catalogue, telephone, internet, and TV;
- Digital technology and retailing;
- Developing customer familiarity, satisfaction and loyalty within these media;
- 'Lean Back' and 'Lean Forward' modes of multi-media retail offer and consumer behaviour;
- The 'Electronic Shopping Test';
- Building brands in 'non-store' retailing situations;
- Operational issues relating to new retailing media;
- Fraud and ethics in 'non-store' retailing;
- Using 'non-store' retailing models as a base for customer segmentation; and
- Does the traditional 'bricks and mortar' store have a future?

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING _ASSESSMENT CRITERIA_ DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL

RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN
Module Handbook
Assessment Briefs
Course/Module Blackboard Site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review