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| Module code: MOD007235 | Version: 2    Date Amended: 27/Jul/2021 |
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| <b>1. Module Title</b>            |
| Retail and Experiential Marketing |

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| <b>2a. Module Leader</b> |
| Ricardo Lemos Pimenta    |

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| <b>2b. School</b>                                |
| School of Management at Anglia Ruskin University |

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| <b>2c. Faculty</b>          |
| Faculty of Business and Law |

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| <b>3a. Level</b> |
| 5                |

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| <b>3b. Module Type</b> |
| Standard (fine graded) |

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| <b>4a. Credits</b> |
| 15                 |

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|------------------------|
| <b>4b. Study Hours</b> |
| 150                    |

| <b>5. Restrictions</b>                             |             |             |           |
|--|-------------|-------------|-----------|
| Type   | Module Code | Module Name | Condition |
| Pre-requisites:                                    | None        |             |           |
| Co-requisites:                                     | None        |             |           |
| Exclusions:  | None        |             |           |
| <b>Courses to which this module is restricted:</b> |             |             |           |



## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

You'll develop core marketing principles in a retail and experiential context and specialist knowledge of the retail and experience industry, such as museums, galleries, and physical visitor experiences, all from a marketing perspective. You'll explore retail and experiential marketing's key issues such as retail mixes and strategies, the 'retail product', experiential elements of customer satisfaction, digital retailing, behaviour research and supply chain management and retail performance. You'll look at the synergy between retail marketing and the marketing of experiences focusing on the services area of marketing. The sustainable and ethical issues of retail and experience operations are considered including the growth of consumerism, use of consumer data, environmental impact and consumer attitudes to debt.

### 6b. Outline Content

The retail environment - models of retail change - competitive strategies - the "retail product" and retail marketing mixes - merchandising - retail pricing - consumer behaviour - positioning and store image - service and quality - retail formats, atmospherics, locations and strategies - supply chain management - brands - new technology  
Internationalisation/globalisation - consumerism and ethics - research techniques in "shopper marketing".

Marketing experiences - changes in the management of physical visitor experiences - managing visitor experience services - the challenges of inclusion and diversity in visitor experiences - ethical and environmental challenges to the management of physical visitor experiences.

### 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

### 6d. Specialist Learning Resources

Active learning room

## 7. Learning Outcomes (threshold standards)

| No. | Type  | On successful completion of this module the student will be expected to be able to:   |
|-----|---|---|
| 1   | Knowledge and Understanding                                 | Understand the elements of the marketing mix and how they are applied in a retail context and the marketing of physical visitor experiences;          |
| 2   | Knowledge and Understanding                                 | Understand how the elements of retail strategy and the strategy of physical visitor experiences are managed to achieve lasting competitive advantage; |
| 3   | Intellectual, practical, affective and transferrable skills | Critically analyse the competitive position of varied retailers and physical visitor experiences in a domestic and international context;             |
| 4   | Intellectual, practical, affective and transferrable skills | Critically evaluate emerging trends in retail and physical visitor experiences and how they affect the future of these service based sectors.         |



| 8a. Module Occurrence to which this MDF Refers |            |   |          |                  |
|--|------------|---|----------|------------------|
| Year   | Occurrence | Period                                      | Location | Mode of Delivery |
| 2025/6   | ZZF        | Template For Face To Face Learning Delivery |          | Face to Face     |

| 8b. Learning Activities for the above Module Occurrence |       |                   |   |
|---|-------|-------------------|---|
| Learning Activities                                     | Hours | Learning Outcomes | Details of Duration, frequency and other comments |
| Lectures  | 11    | 1-4               | 1 hour lectures x 11 weeks                        |
| Other teacher managed learning                          | 12    | 1-4               | 1 hour seminars x 12 weeks                        |
| Student managed learning                                | 127   | 1-4               | student managed learning                          |
| TOTAL:  | 150   |                   |   |

| 9. Assessment for the above Module Occurrence |                   |                   |               |                         |                     |
|---|-------------------|-------------------|---------------|-------------------------|---------------------|
| Assessment No.                                | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010   | Coursework        | 1-4               | 100 (%)       | Fine Grade              | 30 (%)              |
| Report 3000 words                             |                   |                   |               |                         |                     |

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| <p>In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]</p> |
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