Module Definition Form (MDF)

Module code: MOD007235	**Version:** 2 **Date Amended:** 27/Jul/2021

1. Module Title
Retail and Experiential Marketing

2a. Module Leader
Cassie Jones

2b. School
School of Management at Anglia Ruskin University

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

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**
2026/7	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

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

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					

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*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* 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]