



Module Definition Form (MDF)

Module code: MOD008004	Version: 2 Date Amended: 06/Jan/2025
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1. Module Title
Retail and Experience Marketing

2a. Module Leader
Janet Akhile

2b. School
Faculty of Business Innovation and Entrepreneurship at ARU Peterborough

2c. Faculty
ARU Peterborough

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

In today's experience economy, marketing goes far beyond products, it's about creating meaningful, immersive connections. This module equips you with a deep understanding of core marketing principles, applied within both retail and experiential contexts, from flagship stores and digital platforms to cultural spaces like museums, galleries, and visitor attractions.

You'll explore how retailers and experience providers use omnichannel strategies, personalisation, and digital innovations including AI, mobile-first design, and immersive tech to shape customer journeys and drive engagement. Key topics include the retail marketing mix, the 'retail product', experience design, consumer behaviour insights, supply chain management, and performance analytics.

We'll examine how retail and experiential marketing converge within the service economy, where emotional value, co-creation, and customer satisfaction are essential. Sustainability and ethics are embedded throughout the module, with a critical focus on the environmental impact of consumerism, responsible use of consumer data, and shifting attitudes towards debt, brand equity, and ethical consumption.

By the end of the module, you'll be able to critically analyse how retail and experience-based organisations create value, tell compelling stories, and build trust in an increasingly connected and conscious marketplace.

6b. Outline Content

Foundations of retail and experience marketing; the retail marketing mix and strategy; the retail product and experience design; building strong brands in retail and visitor attractions; consumer behaviour in retail and experience settings; digital and omnichannel retailing; supply chain and performance management; ethics, sustainability, inclusion, diversity and the responsible consumer; retail and experience innovation; the future of retailing and experience marketing.

Applied Project – you will have hands-on experience with a real-life project as part of your final assessment.

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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	Analyse the elements of the marketing mix, how they are applied in a retail context and the marketing of physical visitor experiences;
2	Knowledge and Understanding	Distinguish 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	20 (%)	Fine Grade	30 (%)
Reflection - 600 words					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	80 (%)	Fine Grade	30 (%)
Individual Report - 2,400 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]