

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Digital Retail Business Strategy

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference RT-ECR-L • Retail Centres

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AT A GLANCE

REFERENCE	RT-ECR-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Digital Marketing in Retail

5 chapters · 30 classes85 marks

• 1 Understanding the Digital Marketing Landscape in Retail — 6 classes

› 1.1 Mapping the Digital Retail Ecosystem

› 1.2 Identifying Key Digital Marketing Channels

› 1.3 Exploring Consumer Behaviour in Online Retail

› 1.4 Analyzing Competitors' Digital Marketing Strategies

› 1.5 Evaluating Digital Marketing Tools and Technologies

› 1.6 Integrating Digital Strategies into Retail Businesses

• 2 Developing Effective E-commerce Marketing Strategies — 6 classes

› 2.1 Understanding the E-commerce Landscape

› 2.2 Identifying Target Audiences in Digital Retail

› 2.3 Crafting Compelling Online Value Propositions

› 2.4 Leveraging SEO for E-commerce Success

› 2.5 Employing Social Media for Retail Engagement

› 2.6 Measuring and Optimizing E-commerce Campaigns

• 3 Leveraging Social Media and Content Marketing for Retail — 6 classes

› 3.1 Understanding the Role of Social Media in Retail Marketing

› 3.2 Identifying Target Audiences Through Social Media Platforms

› 3.3 Crafting Engaging Content for Retail Audiences

› 3.4 Utilizing Influencer Partnerships to Boost Retail Presence

› 3.5 Implementing Data-Driven Content Strategies

› 3.6 Measuring and Optimizing Social Media Campaigns

• 4 Data-Driven Marketing and Analytics in Retail — 6 classes

› 4.1 Understanding the Role of Data in Retail Marketing

› 4.2 Exploring Key Metrics and KPIs in Retail Analytics

› 4.3 Leveraging Customer Data for Personalized Marketing

› 4.4 Utilizing Advanced Tools for Retail Data Analysis

› 4.5 Implementing Data-Driven Decision Making in Retail Strategies

› 4.6 Measuring the Success of Data-Driven Marketing Campaigns

• 5 Integrating Digital Marketing with Omnichannel Strategies — 6 classes

› 5.1 Understanding Omnichannel Concepts in Retail

› 5.2 Exploring the Role of Digital Marketing in Retail

› 5.3 Analyzing Customer Journeys Across Channels

› 5.4 Designing Integrated Omnichannel Marketing Strategies

› 5.5 Implementing Seamless Digital and Physical Customer Experiences

› 5.6 Evaluating the Effectiveness of Omnichannel Marketing Campaigns

• 1 Understanding the Digital Retail Landscape — 6 classes

- › 1.1 Exploring the Evolution of Digital Retail
- › 1.2 Understanding Key Digital Retail Technologies
- › 1.3 Analyzing Consumer Behavior in Digital Markets
- › 1.4 Identifying Opportunities in E-commerce Platforms
- › 1.5 Evaluating Digital Retail Competitor Strategies
- › 1.6 Applying Digital Retail Trends to Business Strategy

• 2 Building a Customer-Centric Digital Strategy — 6 classes

- › 2.1 Understanding Customer-Centricity in Digital Retail
- › 2.2 Identifying Customer Needs and Pain Points
- › 2.3 Mapping the Digital Customer Journey
- › 2.4 Designing Personalized Digital Experiences
- › 2.5 Leveraging Data for Customer Insights
- › 2.6 Implementing Customer Feedback in Strategy

• 3 Leveraging Data and Analytics in Retail Decision-Making — 6 classes

- › 3.1 Understanding the Role of Data in Retail Strategy
- › 3.2 Identifying Key Retail Metrics and KPIs
- › 3.3 Exploring Data Collection Methods in Retail
- › 3.4 Analyzing Consumer Behavior Through Data Insights
- › 3.5 Utilizing Predictive Analytics for Retail Forecasting
- › 3.6 Applying Data-Driven Decisions to Enhance Retail Performance

• 4 Integrating Omnichannel Approaches — 6 classes

- › 4.1 Exploring Omnichannel Fundamentals
- › 4.2 Identifying Customer Journeys Across Channels
- › 4.3 Mapping Omnichannel Touchpoints
- › 4.4 Harmonizing Digital and Physical Retail Experiences
- › 4.5 Implementing Cross-Channel Analytics
- › 4.6 Evaluating Omnichannel Strategy Success

• 5 Innovation and Future Trends in Digital Retail — 6 classes

- › 5.1 Understanding Key Innovations in Digital Retail
- › 5.2 Analyzing Emerging Technologies Impacting Retail
- › 5.3 Exploring Trends Shaping the Future of Online Shopping
- › 5.4 Integrating AI and Machine Learning in Retail Strategy
- › 5.5 Leveraging Data-Driven Insights for Competitive Advantage
- › 5.6 Designing Future-Proof Digital Retail Strategies

• 1 Understanding Retail Innovation Dynamics — 6 classes

- › 1.1 Exploring the Basics of Retail Innovation
- › 1.2 Analyzing Current Trends in Retail Innovation
- › 1.3 Identifying Key Drivers of Innovation in Retail
- › 1.4 Evaluating the Impact of Technology on Retail Innovation
- › 1.5 Understanding Consumer Role in Retail Innovation Dynamics
- › 1.6 Developing Strategies to Implement Retail Innovations

• 2 Digital Transformation in Retail — 6 classes

- › 2.1 Understanding Digital Transformation in Retail
- › 2.2 Exploring Key Technologies Driving Retail Innovation
- › 2.3 Analyzing the Impact of Digital Transformation on Consumer Behavior
- › 2.4 Assessing Strategies for Implementing Digital Change
- › 2.5 Identifying Challenges in Retail Digital Transformation
- › 2.6 Applying Digital Transformation Strategies in Retail Scenarios

• 3 Emerging Technologies and Retail Innovation — 6 classes

- › 3.1 Understanding Emerging Technologies in Retail
- › 3.2 Exploring the Impact of AI on Retail Strategies
- › 3.3 Leveraging IoT for Enhanced Customer Experiences
- › 3.4 Analyzing Big Data for Strategic Decision-Making
- › 3.5 Integrating Blockchain for Supply Chain Innovation
- › 3.6 Applying Augmented Reality in Retail Environments

• 4 Customer-Centric Innovation Strategies — 6 classes

- › 4.1 Understanding Customer Needs in Retail Innovation
- › 4.2 Leveraging Data for Customer-Driven Insights
- › 4.3 Designing Customer-Focused Product Innovations
- › 4.4 Integrating Technology for Enhanced Customer Experience
- › 4.5 Implementing Feedback Loops for Continuous Improvement
- › 4.6 Evaluating the Impact of Customer-Centric Innovations

• 5 Measuring and Managing Innovation Success — 6 classes

- › 5.1 Understanding Innovation Metrics in Retail
- › 5.2 Evaluating Retail Innovation Performance
- › 5.3 Analyzing Customer Feedback for Innovation Insights
- › 5.4 Tracking Return on Innovation Investment
- › 5.5 Implementing Continuous Improvement in Retail Innovation
- › 5.6 Leveraging Data for Strategic Innovation Decisions

• **1 Understanding Digital Transformation in Retail** — 6 classes

- › 1.1 Exploring the Foundations of Digital Transformation in Retail
- › 1.2 Identifying Key Drivers of Digital Change in the Retail Industry
- › 1.3 Evaluating the Impact of Digital Technologies on Retail Strategy
- › 1.4 Assessing Digital Maturity Levels in Retail Organizations
- › 1.5 Analyzing Consumer Behavior Shifts in the Digital Retail Landscape
- › 1.6 Applying Strategic Leadership for Effective Digital Transformation

• **2 Harnessing Data and Technology for Strategic Leadership** — 6 classes

- › 2.1 Understanding the Role of Data in Retail Leadership
- › 2.2 Exploring Key Technologies for Retail Transformation
- › 2.3 Analyzing Data-Driven Decision Making in Retail
- › 2.4 Leveraging Technology to Enhance Customer Experience
- › 2.5 Developing a Strategic Framework for Digital Integration
- › 2.6 Applying Data and Technology for Competitive Advantage

• **3 Developing a Customer-Centric Digital Strategy** — 6 classes

- › 3.1 Understanding the Principles of Customer-Centricity
- › 3.2 Analyzing Customer Data to Drive Digital Strategies
- › 3.3 Mapping the Customer Journey in the Digital Retail Space
- › 3.4 Designing Personalized Digital Retail Experiences
- › 3.5 Leveraging Technology to Enhance Customer Engagement
- › 3.6 Implementing Feedback Loops for Continuous Strategy Refinement

• **4 Leading Change Management in Digital Retail** — 6 classes

- › 4.1 Understanding Digital Transformation in Retail Leadership
- › 4.2 Identifying Key Drivers of Change in Digital Retail
- › 4.3 Analyzing Stakeholder Impact and Engagement
- › 4.4 Developing Strategies for Effective Change Management
- › 4.5 Building Adaptive Teams for Digital Retail Success
- › 4.6 Evaluating and Measuring Change Initiatives in Retail

• **5 Sustainable Leadership and Future Trends in E-commerce** — 6 classes

- › 5.1 Understanding Sustainable Leadership in E-commerce
- › 5.2 Analyzing the Impact of Digital Transformation on Retail Leadership
- › 5.3 Exploring Future Trends in Digital Retail Strategies
- › 5.4 Implementing Sustainable Practices in Online Retail Businesses
- › 5.5 Assessing Leadership Skills for Driving E-commerce Innovation
- › 5.6 Developing a Forward-thinking Digital Retail Strategy

• **1 Understanding Omnichannel Strategy and Design** — 6 classes

- › 1.1 Exploring the Fundamentals of Omnichannel Strategy
- › 1.2 Analyzing Customer Touchpoints Across Channels
- › 1.3 Designing Integrated Customer Journeys
- › 1.4 Leveraging Technology for Seamless Experiences
- › 1.5 Measuring Success in Omnichannel Initiatives
- › 1.6 Implementing and Optimizing Omnichannel Strategies

• **2 Mapping the Customer Journey in an Omnichannel Environment** — 6 classes

- › 2.1 Understanding the Omnichannel Customer Journey
- › 2.2 Identifying Customer Touchpoints Across Channels
- › 2.3 Analyzing Customer Behavior in Cross-Channel Interactions
- › 2.4 Mapping the Customer Path to Purchase
- › 2.5 Evaluating Pain Points and Opportunities in the Journey
- › 2.6 Designing an Enhanced Omnichannel Experience Strategy

• **3 Leveraging Data and Analytics for Enhanced Customer Insights** — 6 classes

- › 3.1 Understanding the Role of Data in Omnichannel Retail
- › 3.2 Identifying Key Data Sources for Customer Insights
- › 3.3 Analyzing Customer Behavior with Advanced Analytics Tools
- › 3.4 Integrating Online and Offline Data for a Holistic View
- › 3.5 Utilizing Predictive Analytics to Anticipate Customer Needs
- › 3.6 Implementing Data-Driven Strategies to Enhance Customer Experience

• **4 Implementing Technology for Omnichannel Integration** — 6 classes

- › 4.1 Understanding Omnichannel Integration Concepts
- › 4.2 Exploring Technological Solutions for Seamless Integration
- › 4.3 Analyzing Customer Journey Mapping Across Channels
- › 4.4 Implementing Data Analytics for Enhanced Customer Insights
- › 4.5 Identifying Key Technologies for Synchronizing Channels
- › 4.6 Evaluating the Impact of Technological Integration on Customer Experience

• **5 Evaluating and Improving Omnichannel Customer Experience** — 6 classes

- › 5.1 Understanding Omnichannel Customer Journeys
- › 5.2 Identifying Key Touchpoints in Omnichannel Experiences
- › 5.3 Measuring Omnichannel Performance Metrics
- › 5.4 Analyzing Customer Feedback for Omnichannel Improvement
- › 5.5 Implementing Strategies to Enhance Customer Experience
- › 5.6 Evaluating the Impact of Omnichannel Strategies

• 1 Understanding Retail Data Sources and Metrics — 6 classes

- › 1.1 Exploring Retail Data Sources
- › 1.2 Identifying Key Retail Metrics
- › 1.3 Comparing Internal and External Data
- › 1.4 Measuring Sales Performance Metrics
- › 1.5 Analyzing Customer Behavior Data
- › 1.6 Applying Data Insights to Drive Strategy

• 2 Data Collection Methods and Tools in E-commerce — 6 classes

- › 2.1 Understanding the Fundamentals of Data Collection in E-commerce
- › 2.2 Exploring Key Data Collection Methods: Surveys, Interviews, and Forms
- › 2.3 Employing Web Analytics Tools for Retail Data Gathering
- › 2.4 Harnessing Customer Behavior Data from CRM Systems
- › 2.5 Leveraging Big Data Analytics Platforms for E-commerce Insights
- › 2.6 Applying Best Practices in Data Collection for Enhanced Retail Strategy

• 3 Analyzing Consumer Behavior and Purchase Patterns — 6 classes

- › 3.1 Understanding Consumer Behavior Drivers
- › 3.2 Identifying Purchase Patterns through Data
- › 3.3 Utilizing Segmentation for Targeting
- › 3.4 Analyzing Consumer Sentiments in Retail
- › 3.5 Applying Predictive Analytics to Forecast Trends
- › 3.6 Implementing Strategies Based on Consumer Insights

• 4 Utilizing Predictive Analytics for Retail Decision-Making — 6 classes

- › 4.1 Understanding the Role of Predictive Analytics in Retail
- › 4.2 Identifying Key Data Sources for Predictive Models
- › 4.3 Exploring Methods of Data Collection and Preparation
- › 4.4 Analyzing Predictive Techniques for Retail Strategy
- › 4.5 Implementing Predictive Models for Sales Forecasting
- › 4.6 Evaluating the Impact of Predictive Analytics on Retail Decisions

• 5 Strategic Implementation of Data-Driven Retail Solutions — 6 classes

- › 5.1 Understanding the Role of Data in Retail Strategy
- › 5.2 Identifying Key Data Sources for Retail Analytics
- › 5.3 Analyzing Consumer Behaviour Through Data
- › 5.4 Leveraging Predictive Analytics for Inventory Management
- › 5.5 Implementing Data-Driven Personalization in Marketing
- › 5.6 Evaluating the Impact of Data-Driven Decisions in Retail