

ELLE

EDUCATION



**Retail Management and
Digital Customer Experience**

ELLE Education®

For 10 years ELLE Education has been training the best professionals of the industry through valuable academic experiences designed for students who seek flexibility, and high quality education programs that focus on innovation and the latest trends in the areas of fashion, and interior design.

ELLE is one of the most influential fashion lifestyle

brands in the world with 45 editions, over 21 million readers and more than 100 million website visits per month. We take all of this experience and combine it with the academic knowledge of prestigious institutions such as Complutense University of Madrid, one of the oldest universities in the world, and key university for hispanic countries; Mindway Liberal Studies®, a school which focuses on the impact of design in organizations, and its

power as a tool to push innovation.

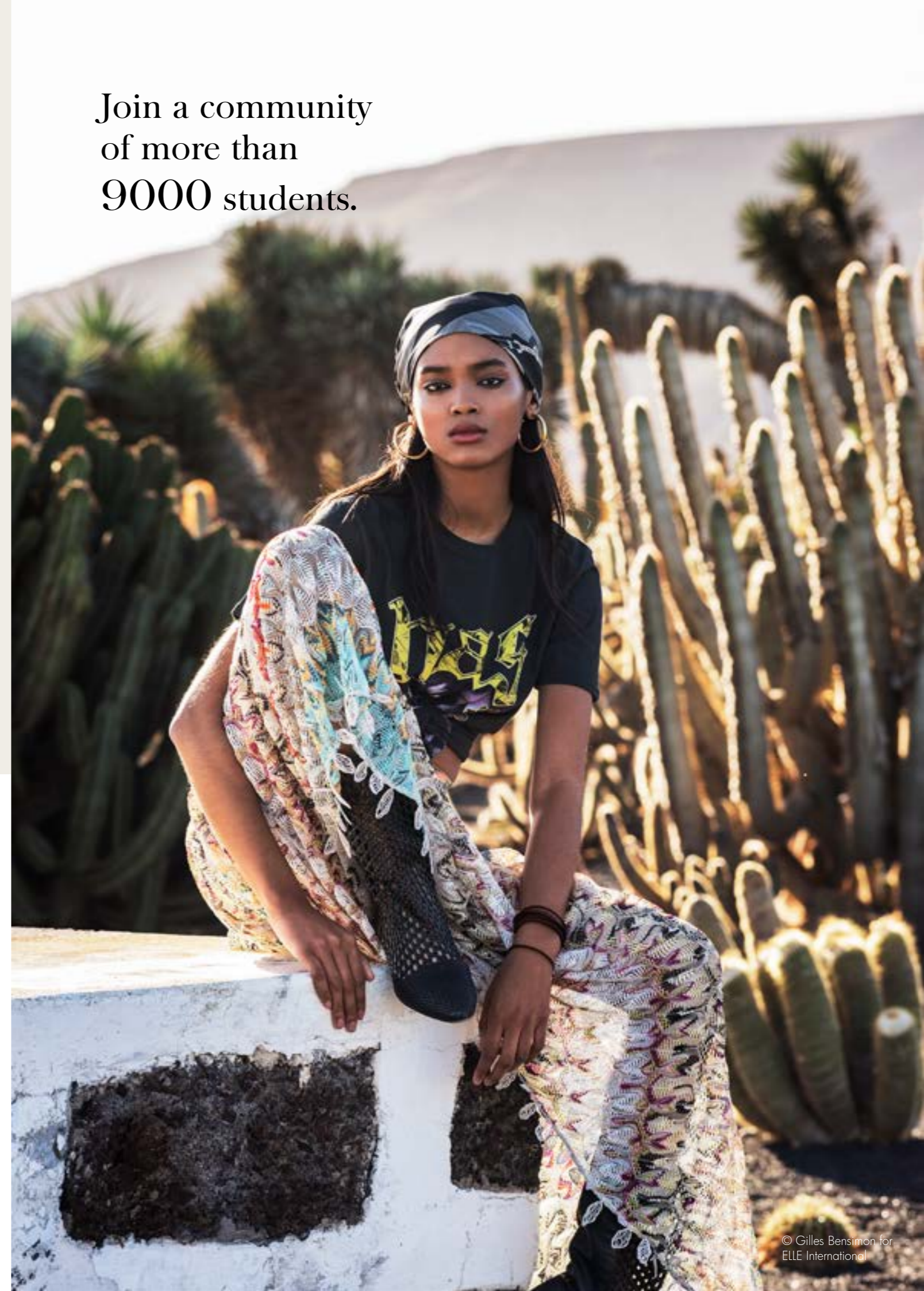
We value practical knowledge on par with academic research and insist on a synthesis of both through our academic partnerships, keynote addresses by industry leaders, and faculty with professional experience. Join a community of more than 9000 students and embark on an academic journey that will allow you to reach your potential in your desired career path.

Join a community
of more than
9000 students.

ELLE EDUCATION

mindway
LIBERAL
STUDIES

CON LA COLABORACIÓN DE:
FACULTAD DE
COMERCIO Y TURISMO



Retail Management and Digital Customer Experience



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ELLE International

New challenges have appeared in the retail sector which demand new people ready to fulfill the customers' demands for fashion and value. Due to the "boom" in technology and the increase in online sales, retail is growing and trying to integrate online and offline channels.

In addition, the increase in population in large cities, and more

Retail is growing and trying to integrate online and offline channels

recently the COVID-19 pandemic, have meant a paradigm shift in how purchases are viewed and made. Also motivated by the increase in online sales, the profitability of the m2 of physical sales points has been substantially reduced. Are you

ready to acquire the necessary skills to manage a retail business?

+ SYLLABUS

1. History and Development of Retail

In this module, you will embark on a journey of the retail sector from the past until today. We will find out the functions of retail and the main characteristics of this sector.

- History of Retail
- Fundamentals of Retail
- Transformation of the Retail Concept in the 21st Century
- Retail and Technology
- Value Proposition

2. Fundamentals in Retail Business

You will learn how to manage a retail business in a successful way. You will need to define a strategy to follow and Make a profitable finances and operations plan.

- Strategy
- Finance and Control
- Operations
- Talent Management

3. The Consumer

There are many stages that a customer needs to go through before buying a product, both online and offline. You will analyze the consumer and make a segmentation according to their generation and behavior and know the latest trends of the sector.

- Consumer Analysis
- Customer Segmentation
- Consumer Trends
- Customer Journey

4. Marketing and Sales

Are the online sales more important than the offline? Omnichannels is the word most used nowadays. You will learn the notions of marketing at the point of sale and how to attract new clients and how to maintain them.

- Fundamentals of Marketing at the Point of Sale
- Visual Merchandising
- Omnicanality
- E-Commerce
- Online Decision-Making Process
- Management and Customer Loyalty

5. Innovation

We are living in a world of fast changes and we have to know how to make an impact on the customer and the new experiences we can offer them.

- Introduction to Innovation
- The Impact of Innovation on the Business Model
- Key Drivers for a Successful Innovation



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Virtual Campus

START

Through our academic calendar you can follow all of our events, tests and assignments, as well as the course syllabus. Don't miss anything!

PROGRAM

You will find the videos, tests and assignments as well as all the documentation of each module as the theoretical content is taught.

LIBRARY

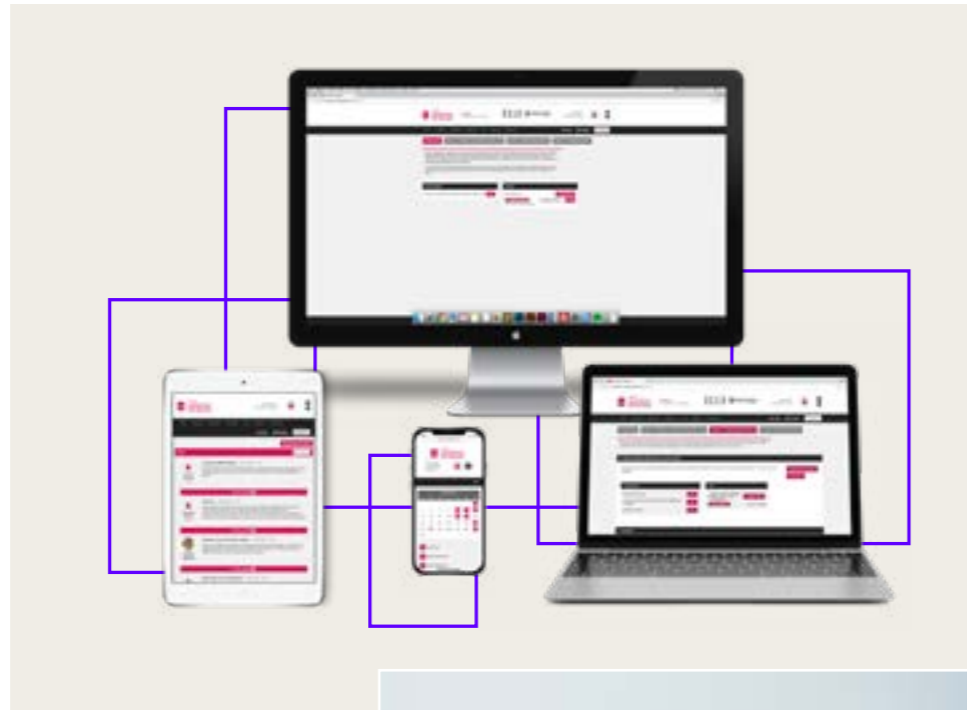
Do you want to delve into the topic? Find additional documentation such as online books in our library!

CALENDAR

Check all the deadlines for your tests and practical assignments.

FORUM

You can share information and opinions with other colleagues and the tutor, and do some online networking!



STUDENTS

You will meet all of the course participants and know more about their interests and training.

NOTICES

You will receive your tutor's notices to keep up-to-date!

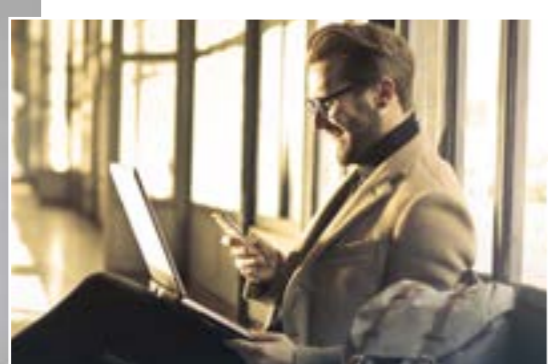
MESSAGES

Do you have any doubts about the course? Do you want to comment on anything? Contact your tutor or any of your colleagues by private message.



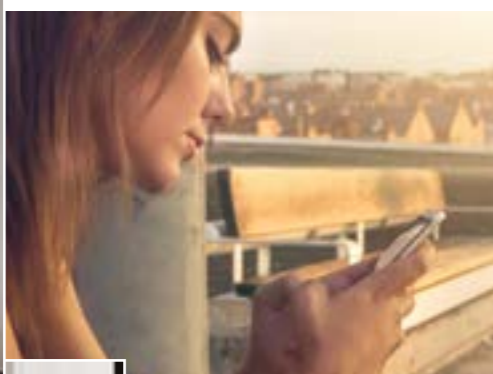
Whenever you want.
Wherever you are.





+ TUTORING

Your tutor will be at your disposal, upon request, to help you to complete your course successfully.



The Learning Experience

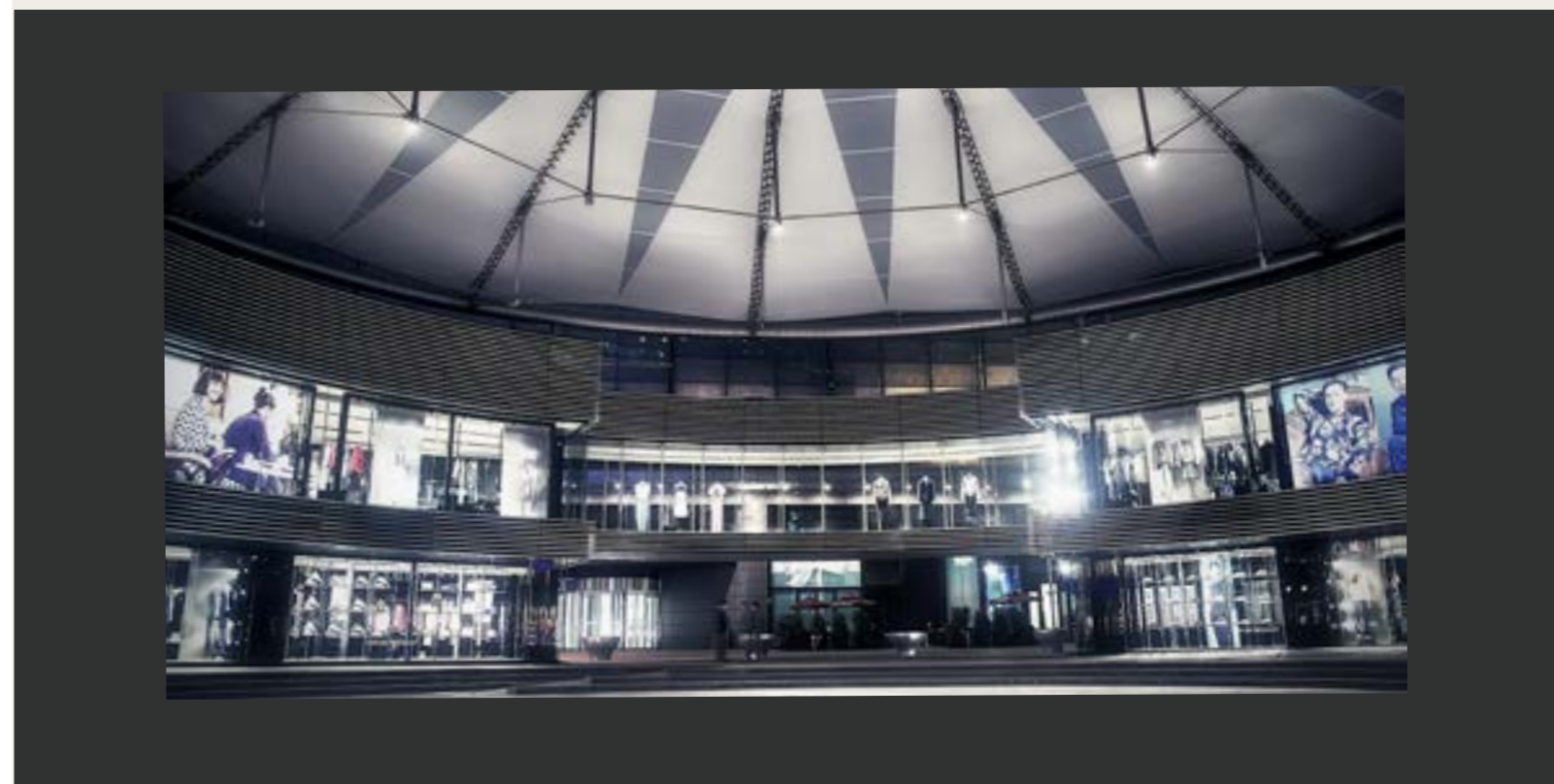
+ COMMUNICATION

Share topics you are interested in! Debates are important for learning. Use the forum to network!



+ METHODOLOGY

Our virtual campus is equipped with all the material required to complete the course: theoretical notes, documentation, webinars and videos. The assessment will be done through tests and practical exercises to check your understanding.



Goals

- To know the retail sector and its evolution throughout history and the key factor that technology has played in the change of paradigm of the sector
- To be able to build a differential value proposal for retail companies
- To acquire the knowledge necessary to generate value in the retail business universe and to create a business plan for the same
- To understand the decision-making process behind a purchase for each type of client
- To learn to identify the different types of innovation
- To analyze the key drivers when implementing an innovation initiative

Careers

- Store Manager
- Retail Operations Manager
- Team Leader
- Store General Manager
- Assistant Buyer
- Assistant Store Manager
- Pricing and Signing Coordinator
- Merchandising Representative

Practical knowledge
on par with academic
knowledge



Methodology

+ EVALUATION

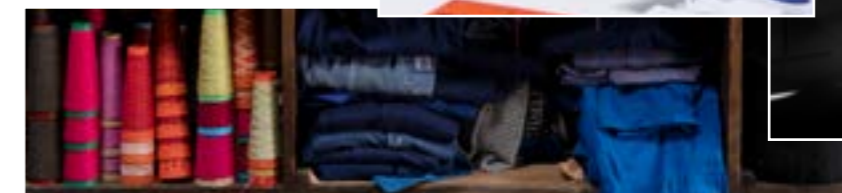
At ELLE Education all of the Diploma courses have an ongoing evaluation where the tutor and the student can see their progress through the program. Students are expected to complete: 1 test per module, 1 mandatory practical exercise per module, 1 webinar per module.

- Number of Tests: 1 per module
- Mandatory Practical Exercises: 1 per module
- Webinars: 1 per module

+ PROGRAM DETAILS

Our programs are designed to adapt to your schedule and your pace. You can work at the same time you complete one of the programs or more. Diploma courses have a duration of 6 months, in which you will see: a total of 30 hours of lectures, and a total of 10 hours in Guest Speaker Addresses.

- Duration: 6 months
- Lectures: 30 hours
- Guest Speaker Addresses: 10 hours



Enrollment

- 1 Complete the registration form with your complete name and email.

- 2 Choose the diploma or short course you want to study and enter your personal details.

- 3 Payment: after completing the registration form, you can pay the course fees.

Method of payment

+ TUITION FEES

2.400 €

+ PAYMENT PLANS

The course payment must be done by choosing one of the following options:

- Full payment of the fees.
- Payment in two installments. The first installment due at the moment of registration, and the second installment due two months after the first installment payment.

*Payment options include credit/debit card or bank transfer.

Financing: Finance your diploma course in up to 8 months (10 euros handling fee per month).



1 Learn through relevant case studies and proven frameworks that have immediate applicability to real business challenges.



4 Make an impact in your career and personal brand. Incorporate global business education to your resume.



2 Develop a more innovation-driven and strategic mindset by performing practical exercises.



5 Reasons to Study with Us

3 Enjoy a program format that allows for the flexibility to study and work in a high quality digital environment.



5 Acquire practical knowledge of the industry from key industry leaders.

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