



LUMS^X



Retail Marketing in the Digital World

LIVE ONLINE

REGISTER NOW

www.lumsx.lums.edu.pk

LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Self-Paced Courses, Hybrid (Online-Cohort) Courses, Synchronous (Live-Online) Courses, and Free Open Online Courses** (OpenCourseWare). We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.



Course Format: Live Online

Language: English

Duration: 6 Weeks

Note: For more details about the dates and pricing, please visit our website



[VISIT COURSE PAGE](#)

ABOUT THIS COURSE



The **Retail Marketing in the Digital World** is a high-impact course **designed for working professionals in the retail industry** as well as **students aspiring to enter this field**. Over six immersive weeks, participants will gain actionable insights, modern strategies, and practical tools needed to thrive in an increasingly **digital-first environment**. Whether you are in trade marketing, category management, sales, or retail operations, the course equips you to **master omnichannel retail strategy**, harness the power of digital platforms, drive shopper engagement and loyalty, and turn data into growth.

Covering sectors from **FMCG to fashion, telecom to tech, and QSR to financial services**, the program **delivers actionable frameworks, tools, and case studies** to help organizations grow, compete, and lead in the digital retail age. It empowers professionals across diverse industries to **navigate the rapidly evolving retail landscape**, where consumer behavior, marketing channels, and buying journeys are driven by digital-first approaches.

What Will You Learn:

By the end of this course, you will be able to demonstrate the following learning outcomes:

- Understand the evolution of retail marketing and how digital transformation is reshaping shopper behaviour, expectations, and brand interactions.
- Design and implement effective omnichannel strategies that integrate online and offline retail touchpoints to drive consistent customer experiences.
- Leverage digital marketing tools and platforms (social media, search, email, content, influencer, and performance marketing) to attract, engage, and retain customers.
- Apply consumer and shopper insights using data analytics to personalize marketing efforts and improve decision-making.
- Utilize retail technologies and innovations (e-commerce, mobile apps, QR codes, AR/VR, and retail media) to enhance in-store and online experiences.
- Develop customer-centric campaigns based on real-world case studies and retail-specific frameworks.
- Bridge academic concepts with practical application, making it equally valuable for students preparing for the workforce and professionals aiming to upgrade their skill set.

MEET YOUR INSTRUCTOR



Course Instructor

SAADI RAUF

*Group Head of Marketing
(Trade, Category & Shopper),
Al Ain Farms,
Abu Dhabi*

Saadi Rauf brings over **18 years of global corporate experience** spanning the GCC, North America, South Asia, and the UK. He has worked with, and consulted for, a wide range of leading organizations in **FMCG, Telecom, Government sector, Banking, IT, Pharma, and the Services sector**, helping them drive growth, innovation, and transformation. His core areas of expertise include:

- **Retail & Shopper Marketing**
- **Business Strategy**
- **Organizational Turnarounds**
- **Digital Transformation**

Alongside his industry roles, Saadi has been deeply involved in academia for more than a decade. Since 2014, he has taught at prestigious institutions such as **LUMS, KSBL, FAST, and IQRA University**, engaging MBA, Executive MBA, and business professionals through dynamic, real-world-focused instruction.

With a unique blend of strategic insight and practical experience, Saadi equips learners to navigate the evolving landscape of digital retail with confidence and clarity.

COURSE OUTLINE

Module	Key Topics
Module 1: Introduction Session	Session 01 - Ice Breaker - Idea & philosophy of the course - Course structure & protocols - Instructor Introduction - Audience: Intros & expectations from course - Introduction to Retail Marketing - Definitions, trends, opportunities & challenges in retailing Content (videos, case studies, readings): - What is Retail & how retailers make money
Module 2: The New Retail Landscape	Session 02 - Types of Retail - Traditional vs. Digital Retail: Then and Now - Consumer Behaviour in the Digital Age - Omnichannel vs Multichannel Retail - Impact of COVID-19 and emerging global shifts Content (videos, case studies, readings): - Costco's retail strategy - Retailers, Wholesalers & Distributors
Module 3: Retail Marketing Fundamentals	Session 03 - The 6 Ps of Retail Marketing - Retail Marketing Mix - Product-to-Brand journey Content (videos, case studies, readings): - Importance of Location in retail marketing
Module 4: Shopper Behavior & Marketing	Session 04 - Role of Shoppers in the Digital world - The "Always-On" Consumer - Customer Journey Mapping (physical to digital touchpoints) - Expectations for convenience, personalization, speed - Role of social proof and user-generated content Content (videos, case studies, readings): - Café & Restaurant Marketing that works

COURSE OUTLINE

Module	Key Topics
Module 5: Store Layout & Design	Session 05 - Store Basics: Bricks & Mortars vs. E-commerce • Trends between both store formats • E-commerce growth & key challenges • Online Payment systems • Shopper Appeal – Visual mapping, mind share & appeal ratios Content (videos, case studies, readings): • The 'IKEA Effect
Module 6: Retail Strategy	Session 06 - How to implement the right strategy at the right time for the right shopper • Strategy Fundamentals • Implementation of a strategy • How to measure if strategy is right Content (videos, case studies, readings): • Impulse Purchase & How retailers make shoppers buy more
Module 7: Digital Marketing for Retail	Session 07 - Core Concepts of Digital Marketing • Paid, Owned, and Earned Media • SEO, SEM, PPC in retail context • Display Ads, Video, and Programmatic advertising • Content Marketing & Influencer Strategies • Platforms overview: Instagram, Facebook, TikTok, LinkedIn Content (videos, case studies, readings): • Case Study: Buy with your time
Module 8: Merchandizing & Planograms	Session 08 - Role of planograms in modern retail world • What is a planogram • Why is it important • How do we implement it • Digital tools for execution Content (videos, case studies, readings): • Live demos of planogram tools

COURSE OUTLINE

Module	Key Topics
Module 9: Data-Driven Retail Marketing	Session 09 - Analytics & Shopper Insights • Key retail KPIs (CAC, CLV, AOV, etc.) • Google Analytics, Meta Insights, CRM tools • Data storytelling & dashboarding essentials • Measuring ROI of digital campaigns • CRM-driven targeting & loyalty strategy • Segmentation in online & offline shopping Content (videos, case studies, readings): • Secrets behind Walmart and its massive success story
Module 10: Omnichannel dynamics	Session 10 - Building Omnichannel Retail Journeys • Unified brand experiences across touchpoints • Click & Collect, Endless Aisle, and BOPIS models • Mobile Commerce and Retail Apps • Geofencing and location-based marketing Content (videos, case studies, readings): • Amazon “Same Day” delivery service
Module 11: Role of AI and Future of Retail	Session 11 - From Prescriptive to Predictive – retail industry’s massive transition • AI tools and modern-day retail solutions • Key trends for future • Group Presentations

COURSE OUTLINE



Assessments/Graded Components

- Active class participation will form an integral part of grading
- Group project (involving real life case studies will be shared with attendees) to provide them an opportunity to work as groups

Activities for Engagement

Teaching Methodology for the course will include a mixed set of elements to keep the audience engaged.

Instructor will use a mix of theoretical & interactive content, involving the use of:

1. Videos
2. Visual Presentations
3. Case Studies
4. Student Engagement (comments, experiences etc.)

Keeping videos on will be essential for participation and for receiving the course certificate.

RETAIL MARKETING IN THE DIGITAL WORLD

[ENROLL NOW](#)

As an **online learning gateway** of LUMS, we aim to extend LUMS' excellence in teaching and research **beyond its borders** by leveraging technology.