

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Digital Retail Essentials

Foundation Level



LAPT — London Academy of Professional Training

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Reference RT-ECR-F • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-ECR-F
AWARD	Certificate
ASSESSMENT	450 marks — 270 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Consumer Behaviour Analysis 4 chapters · 20 classes75 marks • 1 Understanding Consumer Psychology in E-commerce — 5 classes › 1.1 Exploring the Foundations of Consumer Psychology in E-commerce › 1.2 Identifying Key Psychological Drivers Influencing Online Shopping › 1.3 Analyzing the Role of Perception in E-commerce Decision Making › 1.4 Applying Psychological Insights to Enhance User Experience › 1.5 Examining Case Studies of Successful Consumer Engagement Strategies • 2 Analyzing Consumer Data and Trends — 5 classes › 2.1 Understanding Consumer Data: Key Concepts and Sources › 2.2 Interpreting Consumer Demographics and Psychographics › 2.3 Identifying and Analyzing Consumer Purchase Patterns › 2.4 Evaluating Consumer Sentiment Through Data Analysis › 2.5 Applying Data Insights to Predict Consumer Trends • 3 Segmentation and Targeting in Digital Retail — 5 classes › 3.1 Understanding Consumer Segmentation in Digital Retail › 3.2 Identifying Key Segmentation Variables for Digital Consumers › 3.3 Analyzing Target Market Selection Strategies in E-Commerce › 3.4 Exploring Digital Retail Targeting Techniques › 3.5 Applying Segmentation and Targeting to Online Marketing Campaigns • 4 Personalization and Consumer Engagement Strategies — 5 classes › 4.1 Understanding Personalization in Digital Retail › 4.2 Identifying Consumer Preferences through Data Analysis › 4.3 Implementing Effective Personalization Techniques › 4.4 Enhancing Consumer Engagement with Targeted Strategies › 4.5 Evaluating the Impact of Personalization on Consumer Behavior	2 Data Protection and Online Security 4 chapters · 20 classes60 marks • 1 Understanding Data Protection Laws and Compliance — 5 classes › 1.1 Exploring the Basics of Data Protection Laws › 1.2 Analyzing Key Principles of the GDPR › 1.3 Identifying Personal Data and Its Protection › 1.4 Assessing Compliance Requirements for Businesses › 1.5 Implementing Best Practices for Online Security • 2 Identifying and Mitigating Online Security Threats — 5 classes › 2.1 Understanding Common Online Security Threats › 2.2 Recognising Phishing and Social Engineering Attacks › 2.3 Identifying Malware and Ransomware › 2.4 Implementing Strong Password Policies › 2.5 Applying Best Practices for Data Protection • 3 Implementing Robust Data Security Protocols — 5 classes › 3.1 Understanding Data Security Threats › 3.2 Identifying Key Data Protection Principles › 3.3 Implementing Encryption Techniques › 3.4 Applying Access Control Measures › 3.5 Monitoring and Responding to Security Breaches • 4 Best Practices for Maintaining Data Integrity and Customer Trust — 5 classes › 4.1 Understanding Data Integrity in Digital Retail › 4.2 Identifying Key Threats to Customer Data › 4.3 Implementing Data Protection Best Practices › 4.4 Building Customer Trust Through Transparent Policies › 4.5 Evaluating and Improving Online Security Measures
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Digital Marketing Essentials

4 chapters · 20 classes **75 marks**

• 1 Understanding Digital Marketing Fundamentals — 5 classes

- › 1.1 Introduction to Digital Marketing Concepts
- › 1.2 Identifying Target Audiences in Digital Marketing
- › 1.3 Exploring Digital Marketing Channels
- › 1.4 Understanding Digital Marketing Metrics
- › 1.5 Applying Digital Marketing Strategies

• 2 Exploring Digital Marketing Channels and Tools — 5 classes

- › 2.1 Discovering the Core Digital Marketing Channels
- › 2.2 Understanding Social Media Marketing Dynamics
- › 2.3 Leveraging Email Marketing Effectively
- › 2.4 Analyzing SEO and SEM Strategies
- › 2.5 Applying Tools to Measure Digital Marketing Success

• 3 Leveraging Data Analytics for Effective Campaigns — 5 classes

- › 3.1 Understanding the Role of Data in Digital Campaigns
- › 3.2 Identifying Key Metrics for Campaign Success
- › 3.3 Utilizing Analytics Tools for Data-Driven Insights
- › 3.4 Interpreting Data to Refine Marketing Strategies
- › 3.5 Applying Data Insights to Optimize Campaign Performance

• 4 Integrating Omnichannel Marketing Strategies — 5 classes

- › 4.1 Understanding Omnichannel Marketing Fundamentals
- › 4.2 Analyzing Consumer Behavior Across Channels
- › 4.3 Designing Seamless Customer Experiences
- › 4.4 Implementing Cross-Channel Marketing Tools
- › 4.5 Measuring and Optimizing Omnichannel Strategies

4

E-commerce Strategies

4 chapters · 20 classes **90 marks**

• 1 Understanding E-commerce Models and Platforms — 5 classes

- › 1.1 Explore Key E-commerce Models
- › 1.2 Analyze Popular E-commerce Platforms
- › 1.3 Understand Platform Features and Tools
- › 1.4 Compare Subscription vs. Transactional Models
- › 1.5 Assess Integration and Scalability Considerations

• 2 Developing Customer-Centric E-commerce Strategies — 5 classes

- › 2.1 Understanding Customer Needs in E-commerce
- › 2.2 Analyzing Customer Behavior and Trends
- › 2.3 Designing User-Friendly E-commerce Interfaces
- › 2.4 Personalizing the Online Shopping Experience
- › 2.5 Implementing Effective Customer Feedback Systems

• 3 Utilizing Digital Marketing for E-commerce Growth — 5 classes

- › 3.1 Understanding the Role of Digital Marketing in E-commerce
- › 3.2 Identifying Key Digital Marketing Channels for Online Growth
- › 3.3 Leveraging Social Media to Drive E-commerce Engagement
- › 3.4 Implementing Search Engine Optimization (SEO) for E-commerce Success
- › 3.5 Analyzing Digital Marketing Metrics to Inform E-commerce Strategies

• 4 Implementing Technology for Omnichannel Integration — 5 classes

- › 4.1 Understanding Omnichannel Integration in E-commerce
- › 4.2 Exploring Technologies for Seamless Customer Experience
- › 4.3 Implementing CRM Systems for Enhanced Customer Interaction
- › 4.4 Integrating Inventory Management Across Channels
- › 4.5 Utilizing Data Analytics for Omnichannel Strategy Optimization

5

Introduction to Digital Retail

4 chapters · 20 classes **90 marks**

• 1 Understanding the Digital Retail Landscape — 5 classes

- › 1.1 Exploring the Evolution of Digital Retail
- › 1.2 Identifying Key Components of the Digital Retail Ecosystem
- › 1.3 Analyzing Consumer Behavior in the Digital Age
- › 1.4 Understanding the Role of Technology in Digital Retail
- › 1.5 Applying Digital Retail Strategies in Real-World Scenarios

• 2 Key Technologies in Digital Retail — 5 classes

- › 2.1 Exploring E-commerce Platforms
- › 2.2 Understanding Online Payment Systems
- › 2.3 Analyzing Data Analytics in Retail
- › 2.4 Implementing Customer Relationship Management (CRM) Tools
- › 2.5 Leveraging Artificial Intelligence in Retail

• 3 Digital Consumer Behavior and Trends — 5 classes

- › 3.1 Identifying Key Characteristics of Digital Consumers
- › 3.2 Analyzing Online Shopping Behavior Patterns
- › 3.3 Exploring the Impact of Social Media on Consumer Choices
- › 3.4 Understanding Emerging Trends in Digital Retail
- › 3.5 Applying Consumer Insights to Digital Marketing Strategies

• 4 Creating a Seamless Omnichannel Experience — 5 classes

- › 4.1 Understanding the Omnichannel Landscape
- › 4.2 Identifying Customer Touchpoints in Digital Retail
- › 4.3 Integrating Online and Offline Channels
- › 4.4 Enhancing Customer Experience Across Channels
- › 4.5 Measuring Success in Omnichannel Strategies

• 1 Understanding Omnichannel Retailing Concepts — 5 classes

- › 1.1 Introduction to Omnichannel Retailing Concepts
- › 1.2 Exploring the Customer Journey Across Channels
- › 1.3 Identifying Key Components of an Omnichannel Strategy
- › 1.4 Analyzing the Benefits of Omnichannel Retailing
- › 1.5 Applying Omnichannel Strategies in Retail Scenarios

• 2 Key Components of Omnichannel Strategy — 5 classes

- › 2.1 Understanding Omnichannel Retailing
- › 2.2 Exploring Customer Journeys Across Channels
- › 2.3 Integrating Online and Offline Touchpoints
- › 2.4 Enhancing Customer Experience with Technology
- › 2.5 Measuring Success in Omnichannel Strategy

• 3 Technological Tools for Omnichannel Success — 5 classes

- › 3.1 Understanding Omnichannel Technology Basics
- › 3.2 Exploring Key Digital Tools for Retail Integration
- › 3.3 Implementing Customer Relationship Management Systems
- › 3.4 Leveraging Data Analytics for Omnichannel Strategies
- › 3.5 Applying Mobile Solutions to Enhance Customer Experience

• 4 Measuring and Optimizing Omnichannel Performance — 5 classes

- › 4.1 Understanding Key Omnichannel Metrics
- › 4.2 Collecting and Analyzing Omnichannel Data
- › 4.3 Applying Data to Enhance Customer Experience
- › 4.4 Leveraging Technology for Performance Optimization
- › 4.5 Developing Strategies for Continuous Improvement