

MODERN COMMERCE ACADEMY GUIDEBOOK



January 11 - February 17, 2022

Welcome to the Modern Commerce Academy! We're thrilled you can join us.

Over the next three weeks, you'll learn the strategies used by the world's most forward-thinking retailers, and how to apply them to the companies of your choosing.

Why study the most visionary retailers in the world? Because no matter where your retail business is in its evolution, learning from the world's most valuable and successful retailers will help you move forward incredibly quickly.

This guidebook should orient you around all the resources and materials you'll need.

KEY LINKS

Modern Commerce control centre	<p>This is where you'll find all of the course materials and modules. Log in with the username and password you created when you signed up.</p> <p>Videos will drop every 2-3 days for 3 weeks, starting at 1700 Central European Time on Tuesday 11th January, and then following the calendar we've shared below. With each drop, you'll get an email. You'll then be able to review the content at a time that suits you.</p>
MCA Workbook	<p>This is where you'll start to put your learnings into practice. This work will also help inform your final project.</p> <p>Use this document to complete reflection questions and tasks after each module. Access an editable version by downloading it to your desktop, or by clicking File > Make a Copy in Google Drive.</p>
Calendars	<p>Import the following calendars to your calendar to stay on track. There is also a schedule at the end of this document.</p> <p>Google calendar</p>

	ICS - for Outlook and iCloud calendar
Final project instructions	Instructions for the final project will be shared on Saturday January 29th. Everyone who watches the videos and submits a final project by the deadline will receive their LinkedIn badge and certificate.
1-1 session	There will be an opportunity to take part in a 1 - 1 session with either Cate Trotter, Head of Trends or Jack Stratten, Senior Trend Consultant on or after Thursday February 17th. This session can be used to discuss the course and/or your final project as well as answering any questions you might have. Please indicate your preferences for this session in the form you'll be invited to submit with your final project.

THE MODERN COMMERCE FRAMEWORK



We will cover each of these topics in the course:

- Strategy
- Technology
- Channels and touchpoints
- Customer experience
- People
- Insights, analysis, processes and optimisation

FAQS

What should I do with my workbook answers?

The workbook is for you to apply the concepts/lessons to your business, and will provide useful pre-work for completing the final project (which you'll submit). However, we don't expect you to submit the workbook to us. This is your personal notebook to reflect, respond, and keep track of any notes about the content.

How long will the videos be available for?

Each video will be available from the time it drops, until 6 weeks after your cohort completes its final project. Videos can be viewed any time from their launch date.

Do I receive a certificate of completion and LinkedIn badge for the course?

Yes! We provide certificates of completion and LinkedIn badges to students who watch all videos and turn in a final project. You'll receive your credentials the week after the course ends.

SCHEDULE

WEEK	DATE	CONTENT/WHAT TO DO	DELIVERABLES
1	Tuesday, January 11	Use your personal link (to be sent to your email) to login to Modern Commerce Academy control centre. Units will drop at 1700 Central European time. Watch the introduction, paradigm module and first strategy module (units 1-3)	Create a copy of your workbook (Click File > Download or File > Make a copy)
	Friday, January 14	Strategy Watch units 4 & 5 in the MCA control centre	Respond to reflection questions and tasks in your workbook
	Monday, January 17	Strategy & Technology Watch units 6 & 7 in the MCA control centre	Respond to reflection questions and tasks in your workbook
2	Thursday January 20	Channels and touchpoints Watch units 8 & 9 in the MCA control centre	Respond to reflection questions and tasks in your workbook
	Sunday, January 23	Customer experience Watch units 10 & 11 in the MCA control centre	Respond to reflection questions and tasks in your workbook
3	Wednesday, January 26	People Watch units 12 & 13 in the MCA control centre	Respond to reflection questions and tasks in your workbook
	Saturday January 29	Insights, Analysis, Processes & Optimisation Watch units 14 & 15 in the MCA control centre	Respond to reflection questions and tasks in your workbook
	Saturday January 29	Final project released Begin work on your final project	
4	Tuesday February 15	Final projects due by 1300 Central European Time today Book your 1 to 1 to review your project when you submit it.	Submit your final project and book your 1 to 1

		Everyone who watches the videos and submits a final project by the deadline will receive their LinkedIn badge and certificate.	
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