

MODERN COMMERCE ACADEMY GUIDEBOOK



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

Over the course of 15 video lessons, 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 to complete the course.

KEY LINKS

Modern Commerce control centre	<p>This is where you'll find all of the course materials and videos. Log in with the username and password you created when you signed up.</p> <p>This is a self-paced course. Each new video will unlock after you watch the previous one, allowing you to work through the course in your own time.</p> <p>On average, the course will take around 10 hours to complete. This includes:</p> <ul style="list-style-type: none">• 3-5 hours to watch all the videos and complete the accompanying exercises in your Workbook• 5 hours for the final project <p>However, you can spend as much time as you want on the exercises and final project.</p> <p>The more you put in, the more you will get out in terms of your understanding of Modern Commerce and ways you can put it into practice in your retail business.</p>
MCA Workbook	This is where you'll start to put your learnings into practice. This work will also help inform your final project.

	<p>Use the Workbook to complete reflection questions and tasks after each lesson. Get an editable version of the Workbook by either downloading it to your desktop OR by clicking File > Make a Copy and saving it in your Google Drive.</p>
Final project instructions	<p>Instructions for the final project will become available after you complete all eight modules.</p> <p>Everyone who watches the videos and submits a final project will receive a certified digital badge and printable certificate to mark their achievement.</p>

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

Course Content

Module 1 - Introduction

- Lesson 1 - What is Modern Commerce?

Module 2 - A New, Modern Paradigm

- Lesson 2 - Understanding this New, Modern Paradigm

Module 3 - Strategy

- Lesson 3 - Define Success
- Lesson 4 - Revenue Models
- Lesson 5 - Agility
- Lesson 6 - Relationships

Module 4: Technology

- Lesson 7 - The Role of Technology in Modern Commerce

Module 5: Channels and Touchpoints

- Lesson 8 - Omnichannel: standard, good and great
- Lesson 9 - Channels: evolving, upgrading and emerging

Module 6: Customer Experience

- Lesson 10 - Fast and Slow
- Lesson 11 - Positioning (fast, slow, price, communication)

Module 7: People

- Lesson 12 - Embedding a Modern Commerce Mindset
- Lesson 13 - Frontline Staff

Module 8: Insights, Analysis, Processes & Optimisation

- Lesson 14 - Utilising Data
- Lesson 15 - Applying AI to Data

Final Project (putting everything you have learned into practice)

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?

Don't worry! You will have lifetime access to all the videos in the course, so you can complete the course at your own pace and rewatch the videos whenever you like.

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

Yes! We provide printable certificates of completion and certified digital badges to students who watch all the videos and submit a final project.

Any other questions?

If you have any other questions that we haven't answered, get in touch at mca@insider-trends.com and we will be happy to help!