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Statement of participation

Guest user

has completed the free course including any mandatory tests for:

Retail marketing

This 8-hour free course explored how retailers use marketing to communicate with their customers, looking at key areas of marketing communications.

Issue date: 14 March 2022



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This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:
https://www.open.edu/openlearn/money-business/business-strategy-studies/retail-marketing/content-section-0

COURSE CODE: **B122_1**

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Retail marketing

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Course summary

This free course, Retail marketing, explores how retailers use marketing to communicate with their customers, considering definitions of retailing and consumers, the basics of communications, before moving on to look at different forms of marketing communications and advertising used by retailers.

Learning outcomes

By completing this course, the learner should be able to:

- define retailing
- understand what marketing means to business executives and academics
- understand the ways that retailers use marketing tools and techniques to interact with their customers.

Completed study

The learner has completed the following:

Section 1

A definition of retailing

Section 2

What is retail marketing?

Section 3

Marketing communications in retailing