**Omnichannel management**

Prof. Silvia Biraghi; Prof. Marco De Angeli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Nowadays we say that customers are omnichannel: they expect to interact with brands and retailers in a seamless way, and in turn, companies will never know exactly when and where customers will get in touch with their offering. That requires rethinking and redesigning the entire consumer-brand relationship and retailing system. The course aims at providing an overview of the latest trends of how customers interact and establish connections with brands, products, and marketing offerings in general. During classes participants will understand the needs of omnichannel customers and their journeys, as well as the business and managerial processes that companies are to enact in order to orient their marketing efforts toward an omnichannel strategy. In the course students will also explore and deepen brand management key concepts such as brand identity, positioning, and equity, customer journey, and relationship management.

By the end of the course, participants will be able to:

* Identify the distinctive features of multichannel and omnichannel models;
* Understand the process required to implement an omnichannel strategy, its complexities and current open challenges.
* Understand the role of technology and innovations in enabling omnichannel strategies and creating a frictionless brand experience;
* Critically understand the process required to implement an omnichannel strategy, its complexities, and current open challenges;
* Understand and manage the different qualitative and quantitative rankings brand equity;
* Analyze how customers use channels and touchpoints to interact and establish connections with their focal brands in an omnichannel ecosystem;
* Manage brand identity to create a seamless brand experience;
* Design projects that can foster positive consumer-brand relationships by using all the touchpoints and technological innovations available to make their journey omnichannel.

***COURSE CONTENT***

First Module: *Prof. Silvia Biraghi*

1. The channel ecosystem in consumer-brand connections

* Players in the retail ecosystem
* From single channel to multichannel approach
* From Multichannel to Omnichannel management

1. Managing a brand to create a seamless brand experience

* Conveying a coherent brand identity across all channels
* Brand identity, brand positioning and differentiation

1. The role of technology and innovations in delivering a frictionless customer experience

* Pure digital players, phygital and high-tech ecosystems
* The online shopping experience in a connective and interactive environment
* Technocapitalism and platform economy in action: owing the digital last mile
* Critical junctures in omnichannel customer experience management

Second Module: *Prof. Marco De Angeli*

1. Integrating marketing communications to build brand equity.

* Actual environment, key basics and definitions.
* Qualitative and quantitative approaches to brand equity.
* Description of companies through different brand equity rankings.
* Manage and improve equity through customer based approaches in omnichannel strategies

1. The omnichannel customer journey.

* New approaches of the customer journey.
* The impact of iconic moves on the omnichannel journey
* Relationship between high tech and high touch strategies.
* The journey in the new luxury experience.
* Future possible scenarios.

***READING LIST[[1]](#footnote-1)***

Presentation decks and readings will be available on Blackboard for attending students. Professors will post course materials after each class.

For non-attending students the reading list includes the following books:

K.L Keller,*Strategic Brand Management,*Pearson, 5th ed. 2020. (Introduction, 1, 2, 3, 4, 5, 7, 9, 10, 11, 12, 16)  [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/keller/strategic-brand-management-9781292314969-710391.html)

P. Myerson, *Omni-channel reatil and the supply chain. Working together for a competitive advantage.* Routledge, 2021. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/myerson/omni-channel-retail-and-the-supply-chain-9780367641979-710392.html)

R. Batra, *Integrating Marketing Communications: New Findings, New Lessons and New Ideas,* in Journal of Marketing July 2016

***TEACHING METHOD***

The course is based on lectures in order to provide a conceptual framework of the topics listed above, on critical discussions/forums, and on field trips and group assignments in order to facilitate and activate the learning process. Guest speakers will be involved in case study presentation to provide an overview of how omnichannel strategies work across different business sectors. Students will also be involved in a team project that is designed to enable them to face the challenges of omnichannel customer management in practice.

***ASSESSMENT METHOD AND CRITERIA***

Students will face three evaluation moments.

1. Students will be involved in a team project as part of their grading process. The project will be presented and discussed in class. Students will be evaluated based on their critical understanding of omnichannel challenges and their ability to envision creative and managerial solutions to handle omnichannel customers and projects.
2. Students will also sit for a mid-term exam that consists of a written test related to the topics discussed in class and Blackboard materials during the first module.
3. Students who successfully achieve the team project work and the individual written midterm test will complete their evaluation process in a final exam that consists of a written test related to the topics covered in the second module during the official exam sessions scheduled in March and April 2023.

Students who fail the midterm or want to take the midterm again can choose one of the exam sessions held in March and April 2023 and reply both to the first and the second module questions.

Students who will sit for the second module exam in March 2023, can take again the second module exam in April in case of failure and withdrawal.

The midterm grade and the team project grade can be used only in the March and April official exam sessions. After these sessions, students will have to sit for the full exam and study the books in the reading list.

For those students who will not participate in the classes, take the midterm test, and carry out the team project work the exam consists in a written test of four open questions related to the topics illustrated in the books included in the reading list. The exam covers a blend of theoretical questions and managerial and critical musings on the focal topics of the course.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remoteteaching will be carried out following procedures that will be promptly notified to students.

*Place and time of consultation hours*

Prof. Silvia Biraghi meets students at LABCOM, via Necchi 9 or in MicrosftTeams. Students should schedule an appointment in advance via e-mail.

Prof. Marco De Angeli meets students at office n.206, via Necchi 9. Students should schedule an appointment in advance via e-mail.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)