

Studying Marketing at Lancaster University

Live Taster Lecture:

The Magic of Digital Marketing: How can marketing professionals use digital technology to reimagine the future of Disney stores?

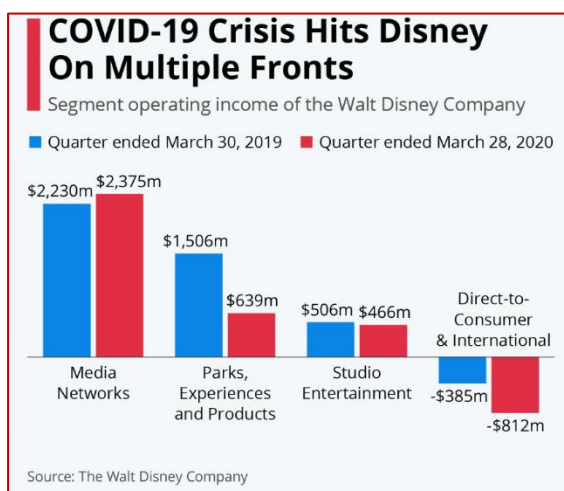
The taster lecture on “**The Magic of Digital Marketing**” invites you to *re-imagine the future of retail* in light of new digital technologies. Given the sudden market changes due to Covid-19 and changing consumer shopping behaviours, the session will focus on the question: How can marketing professionals use emergent digital technologies (such as AI, VR, Internet of Things) and apply innovative strategies to reinvent offline and online retailing?

This session briefing gives you an insight into a **real-life Marketing lecture** and coursework task at [Lancaster University](#). To prepare for the interactive live Marketing session, we invite to complete both tasks outlined below:

1. **Please complete the following reading** (provided to you as a Pdf). While the reading focuses on rethinking the 4Ps of Marketing in a business-to-business context, we can apply the idea from this reading to a business-to-consumer context:

Ettenson, R., Conrado, E. and Knowles, J., 2013. Rethinking the 4 P's. *Harvard Business Review*, 91(1), pp.26-27.

2. **Please watch [this video](#)** on how the Covid-19 pandemic could change the retail business. From travelling and online browsing, you may be familiar with the Walt Disney online and offline stores that retail Disney merchandise. While “Disney Direct-to-Consumer Retailing” is not the only business operation of the Disney Corporation, it has been affected the most by the most recent market changes induced by the pandemic:



In light of this information, and your reading of the academic paper, we encourage you to solve the following questions:

a. **How can Disney use emerging digital technologies to reinvent its online and/or offline merchandise retailing?** You are encouraged to visit the [Disney Store](#) website and evaluate: How can online shopping experience be improved through the use of AI, VR or other technologies you believe are going to change the future of shopping?

b. **Which element of the SAVE framework did your above idea(s) address?**

Figure 1. Disney Operating Income. Statista, June 2020.