

Overview and structure of the e-learning units on the Moodle platform

Link to the e-learning course on the Moodle platform:

<https://training.digiskillretail.eu/>

Module 1 - Information and data literacy (number of MLEs: 10)

1.1: Judging Web Sources Critically and Finding Relevant Information.

- Unit 1.1.1: Effective Searching Using Keywords
- Unit 1.1.2: Checking for Trustworthy Websites
- Unit 1.1.3: Fact-Checking

1.2: Creating a Strong Password and Phishing Awareness for Retail Employees.

- Unit: 1.2.1: Recognizing Phishing Emails
- Unit: 1.2.2: Avoiding Clicking on Malicious Links and Handling Suspicious Attachments
- Unit: 1.2.3: Creating Strong Passwords

1.3: Gathering and Analysing Customer Feedback.

- Unit: 1.3.1: Using Forms to gather customer feedback Book
- Unit: 1.3.2: Analyzing customer feedback

1.4: Product Labelling and Legislation.

- Unit: 1.4.1: Label elements
- Unit: 1.4.2: Eco-friendly symbols.

Module 2 - Communication skills and readiness (number of MLEs: 10)

2.1: Marketing tools in retail

- Unit: 2.1.1: Advertising media / Advertising material
- Unit: 2.1.2: Customer communication in a multi-channel environment
- Unit: 2.1.3: Smartphone Apps in retail

2.2: Service and Communication

- Unit: 2.2.1: Customer service in online business
- Unit: 2.2.2: Services via digital media – hotline (offline/online)
- Unit: 2.2.3: Successful communication with customers

2.3: Use of e-mail in e-commerce business processes

- Unit: 2.3.1: Automated birthday greetings
- Unit: 2.3.2: Automated welcome mails
- Unit: 2.3.3: Automated order confirmations
- Unit: 2.3.4: Send newsletters

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Module 3 - Collaboration (number of MLEs: 11)

3.1: Customer service via digital communication channels

- Unit: 3.1.1: How can I provide customer service via digital communication channels?
- Unit: 3.1.2: How to choose the right communication channel?
- Unit: 3.1.3: How can I adapt to New Communication Trends?
- Unit: 3.1.4: How can I use chatbots for Customer Service Support?

3.2: Appropriate digital tools for Collaborative work internally

- Unit: 3.2.1: Social Media Platforms
- Unit: 3.2.2: Effective Communication Strategies
- Unit: 3.2.3: Cloud collaboration tools

3.3: Appropriate digital tools for Collaborative work externally

- Unit: 3.3.1: Understanding external collaboration needs
- Unit: 3.3.2: Differences between internal and external collaboration

3.4: MS Office programmes (starting from the most basic use up to specific programmes, such as Excel Vlookup and Pivot).

- Unit: 3.4.1: Learn essential features and functionalities of Word, Excel, PowerPoint, and Outlook.
- Unit: 3.4.2: Explore advanced features such as Excel's Vlookup and PivotTables for data analysis and manipulation.

Module 4 - Digital content creation (number of MLEs: 15)

4.1: The importance of Digital Content Creation

- Unit: 4.1.1: Aspects of Digital Content Creation
- Unit: 4.1.2: Benefits of the effective use of digital content creation tools
- Unit: 4.1.3: Challenges of Digital Content Creation for people working in retail

4.2: Social Media and Digital Content Creation: Social Media Management Tools and Posting Unit

- Unit: 4.2.1: Facebook
- Unit: 4.2.2: Instagram
- Unit: 4.2.3: X

4.3: Copyright and Licenses in Content Creation

- Unit: 4.3.1: Copyright
- Unit: 4.3.2: Licenses

4.4: Create a visual brand Unit

- Unit: 4.4.1: Create Images
- Unit: 4.4.2: Create Posters
- Unit: 4.4.3: Create Brochures

4.5: Video Design and Youtube

- Unit: 4.5.1: Video Design Principles: Storytelling
- Unit: 4.5.2: Video Design Principles: Create a video
- Unit: 4.5.3: Create a Youtube channel and use it in retail
- Unit: 4.5.4: How to measure success of you channel: analytics and insights