

## Course form to fill in (2019-2020)

### Course title:

Experiential Marketing

### Staff responsible for the course:

Trish Rubin

### Lecturers:

First Name + Name  
Trish Rubin

## 1) COURSE PRESENTATION

### Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

#### **At the end of the course, the student should be able to:**

- Know the meaning of Experiential Marketing, a niche industry of Marketing
- Understand the power of experience delivered to consumers
- Define Experience using 4 C's: CONTEXT, CUSTOMERS, COMPETITION, CAPABILITY
- Realize the value of the strategy of Experiential Marketing
- Understand the competencies of Experiential Marketers in today's digital and social media landscape
- Demonstrate the understanding of the tools of Experiential Marketers

### Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

The student should understand Marketing/Branding basics from a business or personal perspective

### Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

*(The description should not take more than ten lines)*

The objective of this course is to provide students with a view of an exciting evolving industry. We use the foundational concepts and methods of marketing that now respond to today's consumers' experience through EXPERIENTIAL MARKETING. The course builds off basic marketing models from the start of the Experience Economy of the 1990's and demonstrates how the changing world of social media has led to the new strategy in Marketing Experiential Marketing. The class is interactive in nature and consists of several parts: brief interactive class lectures, a group project, in-class group activities and mini-action research agency experience.

Lectures will cover the following topics:

1. The CONTEXT of experiential marketing;
2. Models of experiential marketing for CUSTOMERS;
3. The role of experiential marketing in a changing world of COMPETITION;
4. The future of experiential marketing and its CAPABILITIES for new experiences.

In the group project, students will research marketing experiences offered by a select company/brand, and suggest how to implement more consumer connection, awareness and scale through an improved EXPERIENTIAL strategy for the company using real time and digital right channels to create the best impact. In-class exercises will deal with real-life global agency examples, that will be examined and shared as mini-case studies. Skype guests from Experiential Agencies will bring current perspectives to the students. An individual reflection that captures the learning of content and the growth of the student is required. Throughout the course an active and critical approach is continually expected and assessed.

## 2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	8	
- <i>Interactive Course</i>	8	
- <i>Tutorials</i>		
- <i>Coaching</i>	2	
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>	1	
- <i>Webinars</i>	2	
<u>Self-learning</u>		
- <i>Books 'readings</i>	1	
- <i>E-learning</i>	2	
- <i>Research</i>	2	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	12	
- <i>Individual Projects</i>		
- <i>Personal work</i>	8	
<b>Total working time for the student</b>	<b>48</b>	

### 3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

### 4) ASSESSMENT

Sum up briefly the course assessment's mechanism (*two or three lines*) in order to introduce the assessment's table that you have to complete below (table n°2).

**You must also define clearly how feedback will be given to students (in accordance with the feedback policy).**

Assessment is continuous through individual, small group, and partner activities in-class and through projects and presentations.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation	3	1	30
	Oral presentation			
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study	2	1	20
	Group Project	3	1	30
	Individual Project	1	1	20
	Written assignment			
	Exercises			
<b>Total</b>				<b>100%</b>

### 5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

**Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):**

Rose, R. and Johnson, C. (2017) Experience: The 7th Era of Marketing. Content Marketing Institute. Cleveland OH. Intro & Chapter One from Amazon book page

<b>Class books :</b>

<b>Reviews :</b>
<a href="https://hbr.org/1998/07/welcome-to-the-experience-economy">https://hbr.org/1998/07/welcome-to-the-experience-economy</a>
<a href="https://www.limelightplatform.com/blog/top-experiential-marketing-resources">https://www.limelightplatform.com/blog/top-experiential-marketing-resources</a>
<a href="https://www.emerald.com/insight/content/doi/10.1108/S1548-6435(2013)0000010006/full/html">https://www.emerald.com/insight/content/doi/10.1108/S1548-6435(2013)0000010006/full/html</a>
Blur & Blend Marketing Podcast Akimbo Marketing Podcast Kantar Marketing Podcast Marketer and Machine Podcast

**Internet Resources:**

*Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.*

Name of the Website	URL
Sparks and Honey Cultural Agency	<a href="http://www.sparksandhoney.com">www.sparksandhoney.com</a>