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:
1. Understand why & how Experiential Marketing is evolving from the "event marketing vertical".
2. Understand how the Covid 19 Pandemic has impacted the Experiential Marketig/ Event Industry
3. Determine how digital and social consumer engagement through Experiential Marketing can impact brand loyalty and how Consumer Behavior in the Pandemic has changed integrated experiences.
4. Identify how brands are employing "Phygital "strategies to balance face to face branded experiences with online experiences.
5. Audit Experiential Marketing agency plans to inform understanding of the experiential customer journey. Distinguish quality research around Experiential Marketing to use in class presentation aimed at customer success..

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)

Basic understanding of marketing theory and practices as well as understanding consumer behavior decisions are
connected to and are important to the course. In addition, basic experience with digital and social marketing tools are
important. Understanding of the impact of Covid 19 across industries can elevate the class experience.

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 ultimate goal of the Experiential Marketing course is to highlight how brand loyalty is grown in a time of empowered customer engagement. Due to the Pandemic Experiential Marketing is being developed and redefined by

brands. Today, face-to-face branded experiences are limited and digital and social experiences are being developed to
engage modern consumers across cultures and demographics who are in search of personalization and experience
even in the time of COVID19. Students will use a framework of the "4 C's Context/Customers/Competition/ Capabilities"
to examine new "edge dwellering" trends/trends in Experiential Marketing, and be introduced to a global agency
perspective of EM that is attracting the attention of big brand and small brands and their agencies in a competitive
marketplace. The student will also realize how to grow their own brand and marketing professional profile using
experiences to form a personal professional brand.
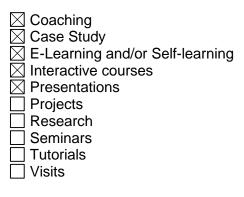
2) *WORKING LOAD*

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
Effective presence		
- *Magistral Course*		
- *Interactive Course*	16	
- *Tutorials*		
- *Coaching*		
- *PBL Course*		
Training from a distance		
- *Video-conferences*		
- *Webinars*		
Self-learning		
- *Books 'readings*		
- *E-learning*		
- *Research*		
Outdoors-training		
- *In firms*		
- *Internship*		
Personal work		
- *Group Projects*	5	
- *Individual Projects*	5	
- *Personal work*	5	
Total working time for the student	*31*	

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).

Feedback is given daily in digital and analogue observation/ response Rubrics are used for Group Presentation and Team and Individual grading.

List the assessment for each modality.

TABLE 2

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

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):

Class books :

Reviews :

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	www.sparksandhoney.com
trish rubin Ltd	www.trishrubin.com
Marketing Week	www.marketing week.com
The Luxury Item	www.theluxuryitempodcast.com