EXPERIENCE MARKETING

Credit Value: 3 credits[1]
Lecturer: Alexander M. Pakhalov

A. Course outline

The Experience Marketing course provides a comprehensive overview of two concepts: the Experience Economy by Pine & Gilmore and the Experiential Marketing by Schmitt. We discuss the application of these concepts in such fields as customer experience management, marketing research, and brand strategies. The course includes a number of interactive workshops with speakers from companies that "stage experiences" or use experience-based marketing strategies.

B. Course' objectives

This course aims to answer at least three following questions:
1. How to create positive experiences for your customers (or customer experiences)?
2. How to measure customer experiences?
3. How to manage customer experiences?

C. Textbooks

1. Pine II, B. J., Gilmore, J. H. (2019) The Experience Economy, With a New Preface by the Authors: Competing for Customer Time, Attention, and Money. Harvard Business Press.
2. Pine II, B. J., & Gilmore, J. H. (1998). Welcome to the Experience Economy. Harvard business review, 76(4), 97-105.
3. Schmitt, B. H. (2000). Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate. Simon and Schuster.
4. Schmitt, B. (1999). Experiential marketing. Journal of marketing management, 15(1-3), 53-67.
5. Schmitt, B. (2011). Experience Marketing: Concepts, Frameworks and Consumer Insights. Foundations and Trends® in Marketing, 5(2), 55-112.

D. Assessment details

The final grade consists of:

Assignments	Grade
EXPERIENCE INVOLVEMENT Workshops and guest lectures	40
TESTING EXPERIENCE Midterm test	30
MEASURING EXPERIENCE Team research project – report (30) and presentation (20)	50
CREATING EXPERIENCES Final (exam) project – presentation only	30

Grade	Minimum score	Maximum score
Excellent	127,5	150
Good	97,5	127
Satisfactory	60	97
Failed	0	59

All assignments are to be completed independently unless stated otherwise in writing in the assignment instructions. Students are expected to perform according to the standards of academic honesty.

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[1] 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

E. Course outline

Introduction to the Experience Economy (Author's multi-media presentation)
Marketing Strategies & Value Creation in the Experience Economy (Author's multi-media presentation)
Experience Marketing: Some Behavioral & Psychological Insights (Workshop, Midterm test)
Experience Marketing Applications (Workshop, Research project presentations, Guest lecture)
Networks & Clusters in the Experience. Economy. Experience Marketing Evolution during COVID-19 Pandemic (Guest lecture)
Exam **Final project presentations**