NETWORKS AND RELATIONSHIPS IN THE EXPERIENCE ECONOMY

Credit Value: 3 credits[1]
Lecturer: Dr. Marina Sheresheva, Ekaterina Buzulukova

A. Course objectives

The course "Networks and Relationships in The Experience Economy" aims at the formation of students' professional competencies in the field of strategic and tactical decision-making, taking into account the deepening and expansion of integration processes and the increasing role of interfirm networking in achieving competitiveness in world markets. This requires students to develop special knowledge that allows them to adequately analyze the behavior of economic agents, assess the prospects for the development of innovative business, taking into account the requests of target customers and the perceived value of the new proposals, make informed decisions to ensure the long-term competitiveness of companies at the local and global level.

B. Textbooks

1. Gilmore J.H., Pine II B.J. Authenticity: What consumers really want (Vol. 1). Boston, MA: Harvard Business School Press, 2007.
2. Payne A., Frow P. Relationship marketing: looking backwards towards the future // Journal of Services Marketing. 2017. 31(1), 11-15.
3. Pine II B.J., Gilmore J.H. The Experience Economy. Boston: Harvard Business School Press, 2011.

C. Assessment details

The final grade consists of:

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Assignments	Score
Assignments in class	30
Individual written assignment: essay	25

Group written assignment:
    • search for successful business models / cases
    • market analysis
	20
	20

Group project report (written assignment)	40
Group project report (presentation)	15

Note:
- Written assignments: topic coverage, quality of comments (50% if late).
- Assignments in class: activity, scope of participation, quality of comments.
- Exam: report & presentation quality

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

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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

Assignments	Criteria
Class work	Case-study, homework presentations
Market analysis.	Data, references to sources, structure (PEST, market analysis (size, growth rate. Integration rate, competition, saturation, differentiation, consumer behavior, main segments)
Essay	Relevance, quality of problem analysis, references to sources
Business case-study	The quality of case descriptions, references, conclusions / synthesis
Group project	Report: 40 points Presentation: 15 points (including answers to questions) Comprehensiveness of the assignment, quality of the presentation (no reading from phones, timing, participation of all members, contact with the audience), design, validity of recommendations and conclusions (links, quality of conclusions)

D. Course outline

1. **Management 2.0. Experience economy. Social network analysis. Business ecosystems. Network typologies. New challenges for markets and firms.**
2. **The role of personal networks. Tourism destinations and networking in tourism. New challenges for SMEs. Market analysis.**
3. **Niche brands development. Reverse engineering. Value proposition for customer in the era of the experience economy** (Guest speaker)
4. **Customer experience management – how to find out insights and to develop a project. Conducting and analyzing in-depth interviews with entrepreneurs.**
5. **Relationship marketing. IT-instruments for networking.**
6. **Digitalization and value co-creation. IT channels and instruments to engage customers.** (Guest speaker)
Exam Final report presentations