

NETWORKS AND RELATIONSHIPS IN THE EXPERIENCE ECONOMY

ФИО преподавателя: Sheresheva M., Buzulukova E.

Цель освоения дисциплины: by exploring the possibilities of the networks and relationships approach, to show the wide opportunities for launching innovative startups in the experience economy

Место дисциплины в учебном плане: elective course, discipline is based on the knowledge and skills acquired as a result of studying following courses: innovation management, innovation project management, managing the creation of innovative products, creative techniques for developing innovative products and businesses

Краткое содержание дисциплины. Course contents 6 topics: Experience economy and network, Niche brands development and value proposition for customer in the era of the experience economy, The role of personal networks, Customer experience management, Relationship marketing and IT-instruments for networking, Digital promotion and value co-creation in the experience economy. The final project is to develop the innovative startup in the niche tourism covering the following areas: how to understand customers, build relationships, make value proposition, business model and deliver experiences in the new reality.

Общая трудоемкость дисциплины: 3 ECTS: 108 academic hours, including 52 academic hours of contact work with a professor, 56 academic hours of self-directed studies.

Язык преподавания: English

Промежуточная аттестация по дисциплине проводится в форме: presentation of the final group projects on the topic 'Doing business in niche tourism'