LIVERPOOL JOHN MOORES UNIVERSITY

Experiential Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	5002LBSMK
Formal Module Title	Experiential Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To understand and analyse experiential marketing as a concept, including how brands and consumers interact and the mechanisms for co-creation, experience and connection.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discuss and critique how contemporary marketing concepts are effectively integrated into brand campaigns
MLO2	2	Develop a critical view of the role of experiential marketing
MLO3	3	Understand and appreciate the significance of user experience (UX)

Module Content

Outline Syllabus	Culture of consumption – what drives consumption Brand culture – organizational perspective Experiential approach offline (Postmodern/ stealth) Experiential marketing online (digital communities) Introduction to UX UX Research methods Psychology of UX Conducting & analysing UX research
Module Overview	
Additional Information	In addition to the aim of understanding co-creation and connection through the brand, the course will also consider the role of the user experience in shaping and developing future brand approaches.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Portfolio	25	0	MLO1, MLO2
Artefacts	Individual report	75	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Sue Cronshaw	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings