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Title: Experiential Marketing
 Status: Definitive
 Code: **5002LBSMK** (128988)
 Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
 Teaching School/Faculty: Business and Management

Team	Leader
Sue Cronshaw	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44

Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Port	Development of evidence including case study analysis, research presentations and campaign development	25	
Report	Report	Individual report	75	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	
Individual report	1	2	3

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

Learning Activities

Case studies, brand development briefs, campaign briefs, journal article analysis, discussions, reports, industry articles, presentations, media content analysis.

Notes

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.