

**Summary Information**

<b>Module Code</b>	7100DMKT
<b>Formal Module Title</b>	Experiential Marketing in the Digital Era
<b>Owning School</b>	Business and Management
<b>Career</b>	Postgraduate Taught
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 7
<b>Grading Schema</b>	50

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Natalie Taylor	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
Andrew Jarvis	Yes	N/A
Emma Burdett	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
Business and Management

## Learning Methods

Learning Method Type	Hours
Online	10
Seminar	20

## Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

## Aims and Outcomes

<b>Aims</b>	The aim of this module is to offer understanding on key experiential marketing concepts. To introduce core methods and tools for UX research. To provide students with capacity to analyse and develop strategies how consumers advance through the journey's milestones. The module will enable students to critically evaluate the role of UX within organisations. To provide ability to craft truly contextual and personalised customer journey across different channels.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically evaluate the role of UX within organisations.
MLO2	Analyse practical and suggest actionable UX design approaches.
MLO3	Implement strategies to engage and motivate customers at different stages in their experiential journey.
MLO4	Apply key methods and tools for UX research.

## Module Content

Outline Syllabus
What is usability and UX? Brand communication with multitouch points Designing experience Enhancing experience UX methods and tools UX research at scale - Conducting, analysing and reporting efficiently

Module Overview
Learn how to critically evaluate the role of UX within organisations. Throughout the module, students will learn to critically analyse and understand the online customer experience through group discussion, theoretical analysis and live lab sessions.

**Additional Information**

Throughout the module, students will learn to critically analyse and understand the online customer experience, through group discussions, theoretical analysis and live lab sessions.

**Assessments**

<b>Assignment Category</b>	<b>Assessment Name</b>	<b>Weight</b>	<b>Exam/Test Length (hours)</b>	<b>Learning Outcome Mapping</b>
Report	2500 word report	70	0	MLO1, MLO3, MLO2, MLO4
Presentation	group presentation	30	0	MLO1, MLO3, MLO2, MLO4