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Title: Experiential Marketing in the Digital Era
 Status: Definitive
 Code: **7100DMKT** (126745)
 Version Start Date: 01-08-2021

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

Team	Leader
Svetlana Bialkova	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 30

Total Learning Hours: 200 **Private Study:** 170

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	10
Seminar	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report- Evaluation of digital innovation, applying core UX methods	70	
Presentation	Presi	Group Presentation - A case study- digital innovation, covering key experiential marketing concepts	30	

Aims

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the role of UX within organisations.
- 2 Analyse practical and suggest actionable UX design approaches.
- 3 Implement strategies to engage and motivate customers at different stages in their experiential journey.
- 4 Apply key methods and tools for UX research.

Learning Outcomes of Assessments

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

2500 word report	1	2	3	4
group presentation	1	2	3	4

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

Learning Activities

This module will employ a range of student-centred learning strategies, including lectures, live lab sessions, case studies, group discussions and problem-based learning.

Notes

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

