

Experiential Marketing in the Digital Era

Module Information

2022.01, Approved

Summary Information

Module Code	7505UNIDM
Formal Module Title	Experiential Marketing in the Digital Era
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Learning Methods

Learning Method Type	Hours
Online	30

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the role of UX within organisations.
MLO2	2	Analyse practical and suggest actionable UX design approaches.
MLO3	3	Implement strategies to engage and motivate customers at different stages in their experiential journey.
MLO4	4	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	
Additional Information	Throughout the module, students will learn to critically analyse and understand the online customer experience, through group online discussions and theoretical analysis

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay 1	50	0	MLO1, MLO2
Essay	Essay 2	50	0	MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Svetlana Bialkova	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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