Uniwersytet Ekonomiczny w Katowicach

EXPERIENTIAL MARKETING IN SERVICES

Syllabus

Basic information

Field of study International Business **Speciality** - **Organizational unit** School of Undergraduate and Graduate Studies **Study level** undergraduate studies **Study form** full-time **Education profile** general academic	**Didactic cycle** 2023/24 **Subject code** EKOIBNS.L10SW.0513.23 **Lecture languages** English **Mandatory** Elective **Block** Free choice electives **Department responsible for the subject** Department of Consumption Research **Subject related to scientific research** No **Subject shaping practical skills** No

Coordinator	Justyna Ganassali
Teacher	Justyna Ganassali

Period	**Form of teaching, number of hours and method of examination**	**Number of ECTS points**
Semester 5	• lecture: 28, Credit with grade	4

Sustainable Development Goals	ethics/ ethical; sustainable growth

Goals

Code	Goal
C1	The course aims to provide a critical understanding of experience marketing, as well as analyze their its role in the success of service organizations. Through a combination of theory, practice and case studies, students will be learn how the experiential marketing can add value, differentiate products and brands, and build customer loyalty

Recommended requirements

Marketing

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	Students understand the main theories related to applying the experiential marketing concept to the management process of a service company.	IBN.L_W02	End-of-course assessment - individual report, End-of-course assessment - case study solved in a group
Skills:			
U1	The student is able to apply marketing knowledge in the process of formulating and solving complex, non-standard problems in the area of the service sector.	IBN.L_U01	End-of-course assessment - case study solved in a group
Social competences:			
K1	Student is prepared to recognise the importance of the acquired knowledge in the field of experintial marketing in problem solving and to seek expert advice in case of difficulties in solving the problem independently.	IBN.L_K02	End-of-course assessment - case study solved in a group

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Foundations of Experiential Marketing in Services The fundamental concepts and principles underpinning experiential marketing, elucidating its distinctions from conventional marketing paradigms and elucidating its pivotal role within the services domain.	W1	lecture
2.	Customer Journey Mapping and Touchpoint Analysis. Methodologies for mapping the customer journey and conducting comprehensive touchpoint analyses. Through this process, students identify critical points of interaction and opportunities to create compelling experiences.	U1, K1	lecture

No.	Course content	Subject's learning outcomes	Activities
3.	Immersive Service Encounters Strategies for designing immersive service encounters, with a focus on using sensory stimuli, narrative frameworks and emotional resonance to create lasting customer connections.	W1, U1, K1	lecture
4.	Measurement and Optimization of Customer Experiences. Quantifying and evaluating customer experience using a range of metrics such as customer satisfaction indices, Net Promoter Score (NPS). Strategies for the ongoing management and improvement of experiences will also be explored.	W1	lecture

Course advanced

Activities	Methods of conducting classes
lecture	Lecture using case studies, Task solving, Working on a project

Activities	Examination method	Percentage
lecture	End-of-course assessment - individual report	30%
lecture	End-of-course assessment - case study solved in a group	70%

Activities	Credit conditions
lecture	The basis for passing is the completion of all assignments required by the course syllabus within the allotted time. Attendance in class at least 55%.

Literature

Obligatory

1. Batat Wided: Experiential Marketing: Consumer Behavior, Customer Experience and The 7Es, e-book
2. Smilansky Shirra: Experiential Marketing: A Practical Guide to Interactive Brand Experiences, e-book

Optional

1. Echoing the golden legends. Storytelling archetypes and their impact on brand perceived value / Stephane Ganassali, Justyna Matysiewicz, Journal of Marketing Management

Calculation of ECTS points

Activity form	Activity hours*
lecture	28
Literature study	20
Analysis of lecture notes	10

Solving tasks and case studies	20
Preparation of the end-of-course assessment - individual project	20
Preparation of the end-of-course assessment - individual report	22
Student workload	**Hours** 120
Number of ECTS points	**ECTS** 4

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
IBN.L_K02	Is ready to recognize the importance of the acquired knowledge in the field of international management and related academic disciplines in solving cognitive and practical problems and to seek expert opinion in case of difficulties in solving a problem on their own.
IBN.L_U01	Is able to use his knowledge in the process of formulating and solving complex, unusual problems in the area of national and international socio-economic processes.
IBN.L_W02	Knows and understands the fundamental dilemmas of modern civilization and their consequences for international business