

Brand Experiences

EM4R5M24

Program

PGE
PGE 3A - Operational and Strategic Marketing (SOMKT)

UE

Innovation and Value Creation

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Claire ROEDERER



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Claire ROEDERER	claire.roederer@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

We live in an "experience economy," and business students trained to develop and execute rich experiences will have better job opportunities and career trajectories awaiting them.

This course is a partnership between two professors : Jim Mourey (De Paul University Chicago) and Claire Roederer (EM Strasbourg). The course is designed to be interactive and to define experiential marketing, and challenge students to think like an Experiential Marketer.

Because of the covid situation the course will be taught online but allow a lot of interaction and creativity.

Teaching methods

Face-to-face

No items in this list have been checked.

In group

No items in this list have been checked.

Interaction

No items in this list have been checked.

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** experiential marketing
 - - (level 3) **Capture** a global perspective of the subject.
 - - (level 3) **Acquire** understanding of the science and psychology of experiential marketing
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Affective domain

Upon completion of this course, students should be able to

- - (level 3) **Propose** several examples of good (and bad) experiential marketing executions
 - - (level 3) **Work** with actionable models and tools presented in class.
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Outline

11/01/2023 1 Part 1 : introduction and syllabus

12/01/2023 2 Part 2: Experiential Marketing , Creativity, Models

13/01/2023 3 Part 1: Drama, Scripts, Schemas

18/01/2023 4 Part 2: Characters, Archetypes, Brand Archetypes

07/02/2023 5 Practising experiential marketing workshop

08/02/2023 6 Part 1: Vision and Sight/ Part 2: Aesthetics, Principles of Design

15/02/2023 7 Part 1: Smell, Aroma and Scents/ Part 2: Taste, Flavor, Salient Imagined Experiences

16/02/2023 8 Part 1: Touch, Haptic Sensation/ Part 2: Physical Experiences/Ergonomics

16/02/2023 9 Part 1: Sound, Music, Soundtracks/ Part 2: Storytelling, Story Structure, Immersive Experiences

No prerequisite has been provided

Knowledge in / Key concepts to master

Marketing Basics/ Consumer Behavior

Teaching material

Mandatory tools for the course

- Other :

Documents in all formats

No items in this list have been checked.

Moodle platform

- Upload of class documents
- Interface to submit coursework

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material
articles accessible on Moodle

Additional literature
cf. course on Moodle Reading list

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Mourey J.A and Edler R S (2019) Dynamic by Design: How Incorporating Dynamism in Advertising Affects Evaluations, JACR, volume 4, number 4. Published online September 6, 2019. <http://dx.doi.org/10.1086/70503>.

Roederer C and Revat R (2019) Experiential Staging in the Urban Space : Video Mapping of Places and Non-Places, International Journal of Art Management, 21, 2, 15-26.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Class no. 5

Written / Individual / English / Weight : 40 %

Details : You will use the experiential marketing rubric we use in class to assess one business of your choosing. You will provide a summary of the experiential marketing the company provides with a brief description of its various components. Then, you will highlight strengths and weaknesses of these elements, discussing why they work or do not work well. Finally, you will provide solutions for fixing the weak elements and/or suggest new experiences that will strengthen the overall package. The individual assignment should be a minimum of two-pages, 12-pt. font, single-spaced. You may add an appendix to include photos, drawings, and other supplemental ideas.

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3, L04.2

Final evaluation Last class

Written and oral (30 Min.) / Group / English / Weight : 60 %

Details : GROUP FINAL PROJECT: For the final project, you will form groups of 5 including yourself, and select a brand that you identified as conducting experiential strategies. You will identify a need for an experiential marketing campaign to achieve a specific business goal. The campaign can achieve multiple goals, but the idea is your campaign must be rooted in a business objective. Using the rubric presented in class, the detailed tools and tactics provided in the lectures and many examples throughout the course, you are to develop a comprehensive experiential marketing campaign. From drama to storytelling, the five senses to word-of-mouth and emotion evocation, your group must use its creativity to develop a detailed campaign that you will present to the rest of the class, as well as summarize in an executive summary and portfolio. The portfolio should include all the elements necessary for a manager to visualize your idea completely (e.g., drawings, pictures, videos, mock-ups, timelines, etc.). The executive summary should include cost considerations, metrics for success, and justification for your choices throughout. The paper should be at least 10 pages, double-spaced and no more than 20 pages double-spaced, 12-pt

This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L02.3, L04.2