Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | **Content**  |
| Course title |  Experience marketing |
| Organizational unit: |  Faculty of Management |
| Organizational unit where the course is offered: |   |
| Course ID |   |
| Erasmus code / ISCED |  **04000** |
| Course groups |   |
| Period when the course is offered  |  Summer semester |
| Short description |  This course delves into the Experience Economy, investigating its origins and principles, the unique features of postmodern society, and how Experience Marketing has evolved in response to societal and market changes. Additionally, the course delves into the concept of consumer experience, providing insights into its definition, typologies, and modules, including BH Schmitt's concept and other theories. It also highlights the management of consumer experiences, covering topics like customer experience mapping, creating memorable experiences, and comprehending the impact of customer experiences on value, satisfaction, and loyalty. |
| Type of course: |  Seminar (konwersatorium)  |
| Full description | 1. Experience economy: genesis and principles
* Characteristics of postmodern society
* Experience marketing as a response to social and market changes
* Experience economy in Poland and in the world
1. Consumer experience
* Definition of experience
* Typologies of experiences
* Experience modules
* Experience and value for the customer
1. Managing the consumer experience
* Customer Experience Mapping
* Staging unforgettable experiences
* The authenticity of the experience
1. Ethnographic mini-study
* Introduction: method & tools
* Field visit
* Report & presentation of results
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| Prerequisites | Formal  |  Principles of marketing, management and economics |
| Initial  |  Knowledge of basic marketing and economic concepts, and managerial theories |
| Learning outcomes |  In terms of knowledge:* Has an in-depth understanding of research methodology and terminology in the field of experience marketing. (K\_W01)
* Possesses advanced knowledge and understanding of complex processes and phenomena occurring in various types of organizations and their surrounding environment, utilizing experience marketing theory to recognize, diagnose, and resolve issues related to key organizational functions and their integration within the organization's strategy. (K\_W02)

In terms of skills:* Can employ experience marketing theory to identify, diagnose, and solve complex and atypical problems related to key organizational functions and their integration within the organization's strategy, selecting appropriate sources and adapting existing methods or developing new ones. (K\_U01)
* Is capable of independently and collaboratively preparing analyses, diagnoses, and reports concerning complex and atypical issues related to the functioning of organizations, sectors, and the entire economy, and can effectively present them, including in the English language, using advanced information and communication tools. (K\_U03)
* Possesses the ability for self-learning, further skill development, and supporting others in this regard. (K\_U06)

In terms of attitudes:* Is ready to assess and critically approach complex situations and phenomena associated with the functioning of organizations, sectors, and the entire economy. (K\_K01)
* Is prepared to think and act entrepreneurially at both the national and global levels. (K\_K02)
* Is willing to adhere to and promote professional ethical standards. (K\_K03)
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| ECTS credit allocation (and other scores) |  2 |
| Assessment methods and assessment criteria | The learning outcomes are verified through a final exam and a group project (optional). |
| Examination  | In order to pass the course:- written exam (test, multiple choice questions, passing threshold 50%)- group project (ethnographic mini-study, report of 3000 words +/- 10%, 4 people per group, passing threshold 50%) |
| Type of class |  Seminar (konwersatorium) |
| Sposób realizacji przedmiotu  |  In-person sessions according to designated class schedule |
| Language  |  English |
| Bibliography | Course materials: * Pine J.B., Gilmore J.H., The Experience Economy, Harvard Business Review Press, Boston, MA 2011.
* Pine J.B., Korn K.C., Infinite Possibility. Creating Customer Value on the Digital Frontier, Berrett-Koehler Publishers, San Francisco 2011.
* Schmitt B.H., A. Simonson, Estetyka w marketingu. Strategiczne zarządzanie markami, tożsamością i wizerunkiem firmy, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1999
* Schmitt B.H., Experiential Marketing. How to Get Customer to SENSE, FEEL, THINK, ACT, and RELATE to Your Company and Brands, The Free Press, New York 1999.

Additional reading (articles):* Berry, L. L., Carbone, L. P. & Haeckel, S. H., 2002. Managing the Total Customer Experience. MIT Sloan Management, 43(3), pp. 85-89.
* Brakus, J. J., Schmitt, B. H. & Zarantonello, L., 2009. Brand Experiences: What Is It? How Is It Measured? Does It Affect Loyalty?. Journal of Marketing, Vol. 73, pp. 52-68.
* Carbone, L. & Haeckel, S., 1994. Engineering customer experiences. Marketing Management, 3(3), pp. 9-19.
* Dziewanowska K. (2013), „Nowe oblicze marketingu – koncepcja marketingu doświadczeń”, PWE, Marketing i Rynek 1/2013, ISSN 1231-7853, s. 16-24.
* Dziewanowska K., Kacprzak A., Skorek M. (2015), Value in shopping experiences in the perception of Polish consumers, International Journal of Business Performance Management, Special Issue on Organization Management Through Value for the Customer, vol. 16, nos. 2/3, s. 149-168.
* Dziewanowska, K. (2015), Dimensions of Real and Virtual Consumer Experiences, UW Faculty of Management Working Papers Series, 9 (4).
* Gentile, C., Spiller, N. & Noci, G., 2007. How to sustain the customer experience: An overview of experience components that cocreate value with the customer. European Management Journal, 25(5), pp. 395-410.
* Pine J.B., J.H. Gilmore, “Welcome to the experience economy”, Harvard Business Review 1998, 76, 4.
* Schmitt B.H., Experiential Marketing, “Journal of Marketing Management” 1999, 15.
* Schmitt, B. H., 2010. Experience Marketing: Concepts, Frameworks and Consumer Insights. Foundations and Trends in Marketing, 5(2), pp. 55-112.
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| Internship as part of the course  |  Internship is not required as a part of this course |
| Coordinators | Katarzyna Dziewanowska |
| Group instructors | Katarzyna Dziewanowska |
| Notes  |   |

**B. Detailed data**

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| **Name of the field** | **Content**  |
| Group instructors: |  **Katarzyna Dziewanowska** |
| Title  |  **Dr hab., prof. UW** |
| Type of class: |  Seminar (konwersatorium) |
| Learning outcomes defined for didactic method used during the course |  In terms of knowledge:* Has an in-depth understanding of research methodology and terminology in the field of experience marketing. (K\_W01)
* Possesses advanced knowledge and understanding of complex processes and phenomena occurring in various types of organizations and their surrounding environment, utilizing experience marketing theory to recognize, diagnose, and resolve issues related to key organizational functions and their integration within the organization's strategy. (K\_W02)

In terms of skills:* Can employ experience marketing theory to identify, diagnose, and solve complex and atypical problems related to key organizational functions and their integration within the organization's strategy, selecting appropriate sources and adapting existing methods or developing new ones. (K\_U01)
* Is capable of independently and collaboratively preparing analyses, diagnoses, and reports concerning complex and atypical issues related to the functioning of organizations, sectors, and the entire economy, and can effectively present them, including in the English language, using advanced information and communication tools. (K\_U03)
* Possesses the ability for self-learning, further skill development, and supporting others in this regard. (K\_U06)

In terms of attitudes:* Is ready to assess and critically approach complex situations and phenomena associated with the functioning of organizations, sectors, and the entire economy. (K\_K01)
* Is prepared to think and act entrepreneurially at both the national and global levels. (K\_K02)
* Is willing to adhere to and promote professional ethical standards. (K\_K03)
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| Assessment methods and assessment criteria for didactic method used during the course | The learning outcomes are verified through a final exam and a group project (optional). |
| Examination for didactic method used during the course |  In order to pass the course:- written exam (test, multiple choice questions, passing threshold 50%)- group project (ethnographic mini-study, report of 3000 words +/- 10%, 4 people per group, passing threshold 50%) |
| Range of content | 1. Experience economy: genesis and principles
* Characteristics of postmodern society
* Experience marketing as a response to social and market changes
* Experience economy in Poland and in the world
1. Consumer experience
* Definition of experience
* Typologies of experiences
* Experience modules
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* Staging unforgettable experiences
* The authenticity of the experience
1. Ethnographic mini-study
* Introduction: method & tools
* Field visit
* Report & presentation of results
 |
| Didactic methods |  Lecture, ppt presentation, examples from business practice, discussions |
| Bibliography | Course materials:* Pine J.B., Gilmore J.H., The Experience Economy, Harvard Business Review Press, Boston, MA 2011.
* Pine J.B., Korn K.C., Infinite Possibility. Creating Customer Value on the Digital Frontier, Berrett-Koehler Publishers, San Francisco 2011.
* Schmitt B.H., A. Simonson, Estetyka w marketingu. Strategiczne zarządzanie markami, tożsamością i wizerunkiem firmy, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1999
* Schmitt B.H., Experiential Marketing. How to Get Customer to SENSE, FEEL, THINK, ACT, and RELATE to Your Company and Brands, The Free Press, New York 1999.

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* Brakus, J. J., Schmitt, B. H. & Zarantonello, L., 2009. Brand Experiences: What Is It? How Is It Measured? Does It Affect Loyalty?. Journal of Marketing, Vol. 73, pp. 52-68.
* Carbone, L. & Haeckel, S., 1994. Engineering customer experiences. Marketing Management, 3(3), pp. 9-19.
* Dziewanowska K. (2013), „Nowe oblicze marketingu – koncepcja marketingu doświadczeń”, PWE, Marketing i Rynek 1/2013, ISSN 1231-7853, s. 16-24.
* Dziewanowska K., Kacprzak A., Skorek M. (2015), Value in shopping experiences in the perception of Polish consumers, International Journal of Business Performance Management, Special Issue on Organization Management Through Value for the Customer, vol. 16, nos. 2/3, s. 149-168.
* Dziewanowska, K. (2015), Dimensions of Real and Virtual Consumer Experiences, UW Faculty of Management Working Papers Series, 9 (4).
* Gentile, C., Spiller, N. & Noci, G., 2007. How to sustain the customer experience: An overview of experience components that cocreate value with the customer. European Management Journal, 25(5), pp. 395-410.
* Pine J.B., J.H. Gilmore, “Welcome to the experience economy”, Harvard Business Review 1998, 76, 4.
* Schmitt B.H., Experiential Marketing, “Journal of Marketing Management” 1999, 15.
* Schmitt, B. H., 2010. Experience Marketing: Concepts, Frameworks and Consumer Insights. Foundations and Trends in Marketing, 5(2), pp. 55-112.
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| Group limit  |   |
| Time span |   |
| Location |   |