COURSE DETAIL

MARKETING THE EXPERIENCE ECONOMY
Country United Kingdom - England
Host Institution King's College London
Program(s) King's College London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 109
UCEAP Course Suffix
UCEAP Official Title MARKETING THE EXPERIENCE ECONOMY
UCEAP Transcript Title EXPERIENCE ECONOMY
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course introduces students to the "experience economy" (Pine and Gilmore), experiential marketing, and a range of virtual and physical "experience-scapes." Research indicates that Generation Z tends to prioritize immersive, interactive, and highly personalized experiences, such as concerts, eating out, holidays, and other leisure activities, over actual products. This course addresses the meaning and characteristics of "experiences" and lifestyle from a marketing and branding perspective. It encourages students to critically explore the role of marketing in the customer experience design process and in its delivery. By synthesizing key concepts and theoretical foundations of experiential and lifestyle marketing with market orientation concepts, students are expected to interrogate customer's perspectives and assess how this highly complex mix influences consumer decision making and loyalty, and how it ultimately contributes to the customer experience.

Language(s) of Instruction
English

Host Institution Course Number
5QQMN218

Host Institution Course Title
MARKETING THE EXPERIENCE ECONOMY

Host Institution Course Details
https://www.kcl.ac.uk/abroad/module-options/marketing-the-experience-economy

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2021-2022

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