

# 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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