

Aim of the course

The Experience Marketing course provides a comprehensive overview of two concepts: the Experience Economy by Pine & Gilmore and the Experiential Marketing by Schmitt. We discuss an application of these concepts in marketing strategies and in marketing researches. The course includes a number of interactive workshops with speakers from companies that "stage experiences" or use experience-based marketing strategies.

Course topics

1. Introduction to the Experience Economy
2. Experience Marketing: Some Behavioral & Psychological Insights
3. Marketing Strategies & Value Creation in the Experience Economy
4. CX / UX Researches
5. Experience Marketing across Industries (Education / Culture / Sports / Media)
6. Networks & Clusters in the Experience Economy

Professor



Alexander Pakhalov

**3 ECTS credits
(108 hours)**

Final exam project