

COURSE GUIDE



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- Experience Marketing - LEM
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EXPERIENCE MARKETING – Minor LEM

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1. Course Description

Economy of Experiences sheds light on the fundamental process of change whereby society is currently searching for new forms of value creation. In this course students will get insights about new forms of values creation and how businesses can avoid the downward escalation of price competition. It all starts by placing individuals at the centre of their social context. A special experience will be a study trip. On this study trip you will have the opportunity to experience international co-operation with students from our partner universities.

2. Course Goals and Learning Objectives

Topics:

- keeping in contact with and working together with international students and professionals from international companies in the leisure industry;
- gathering information on experience marketing issues;
- finding creative solutions for problems in the leisure industry;
- co-creation
- developing a new product or service in the leisure industry.
- Creativity.
- Story telling
- Learning ability

The student learns how to get new energy from setbacks, experience them as challenges and see new opportunities in them. The student is also able to regard and experience mistakes as learning moments, and to share this ability with and transfer it to others.

3. Place in the Curriculum and Related Courses

Experience Marketing is part of the minor Leisure & Event Marketing. The other courses are:

- Recreation & Culture
- Event Management
- Law, Organization & Finance
- Tourism & Hospitality
- City Marketing

4. Study Burden

The total study load consists of: (140 hours = 5 EC)

2 sessions of 220 minutes per week x 6	22 hours
Individual paper 'Leisure industry and experience'	20 hours
Preparation and learning theory	28 hours
Cooperation with students from partner universities	40 hours
Writing the experience plan	20 hours

Presenting the plan
Reflection and feedback

5 hours
5 hours

5. Pre-requisites

Knowledge of Marketing concepts.

6. Exemption Possibilities

None.

7. Didactic Forms

We will work in groups and individually. Students must prepare the chapters of the book 'Economy of Experiences' from Albert Boswijk, Ed Peelen & Steven Olthof.

You will design a creative experience plan for a company in the leisure industry. You will work on cases presented in the book and share your insights during consultancies.

Besides this you will also write an essay about the Experience Economy in the leisure industry.

The didactic form we will use is flipping the classroom. Flipping the classroom means that you will learn the **basics about the subject matter outside** of the classroom. Flipping the classroom means putting learning back in the hands of you (the students).

8. Student Activities – Course Planning

Literature: Economy of Experiences, A. Boswijk, E. Peelen & S. Olthof; ISBN 9789081922005

Weekly Plan Experience Marketing 2018/2019

wk	Theme	Consultancy	Deliverables
1	Introduction of course; assignments, groups; The development of the experience economy Chapter 1	Assignment group	Strategy Experience Plan (first approach) First plan - essay
2	Value creation: the arenas Chapter 2	Assignment group	Case 1 – Joie de Vivre Hospitality Continuing work on Experience Plan Case 8 –Holland Aviation House
3	The process of experience, the logic of feelings Chapter 3	Assignment group	Case 2 – Anne Frank House Continuing work on Experience Plan Writing an essay
4	Experience I amsterdam	Assignment group	Continuing work on Experience Plan
5	New forms of value creation Chapter 5	Assignment group	Case 4 – LEGO Continuing work on Experience Plan
6	Design principles for experience co-creation process Chapter 7	Assignment group Individual work	Experience Plan Essay Report and presentation
7	The experience plan		Final draft Experience plan Essay about Experience Economy

Assignments

- Individual work:** The first session of the week we will discuss the theory of Experience Economy. Each week you will prepare the highlights of the chapters of the book before you come to class. Flipping the classroom means putting learning back in the hands of you (the students).
- Group work:** In the second session of the week you and your group will get feedback on your group work during the consultancy. You and your group will work on one of the following topics. Create your own experience for different companies:

Kasteel de Haar
De Beleving

Shopping Experiences Utrecht
Fort Vechten
Botanical Gardens Utrecht
Van Speelklok tot pierement
Muziekcenter Vredenburg
Stadsschouwburg

Think of attractive activities (experiences) for different target groups which these organizations can use.

Possibly you will come up with another organization than the organizations mentioned above. Visit the following site for inspiration:

<https://www.visit-utrecht.com/>

Your task for the coming weeks is:

Discover the possibilities of the above mentioned organizations of festivals. Look if you can improve their product or service by being creative. Come up with new ideas in order to attract more customers and give them an extra-ordinary feeling while consuming the product or service of this organization. Try to create a unique and memorable experience, be authentic and make your ideas concrete! Ask yourself whether your plan is realistic, suitable, viable, feasible and acceptable for the organization and for stakeholders. Finish your report with a management summary.

Content of the report:

- *cover sheet (names) with content*
- *Management Summary*
- *Introduction (organization, definition of the problem)*
- *Objectives*
- *Which kind of experience?*
- *Positioning*
- *Added Value*
- *Marketing Mix*
- *Finance*
- *Conclusion*
- *Literature/sources*

You will have to present your ideas in week 7.

3. **Group work: Cases:** As a group you will also work on 4 cases from the book. Answer the questions and hand in during the consultancy sessions.

4. **Individual work:**

Write an essay of about 10 pages. The topic is:

“How did the Experience Economy evolve and what effects will this concept have on organizations and customers (especially in the Leisure & Event Sector) will this concept in future? Why is Experience Marketing so interesting to the Leisure & Event Sector?”

Explain the concept of Experience Economy, give definitions and examples.

Use all the theory you have learned in this course!

Content of your essay:

- cover sheet (your name)
- content
- introduction
- main part with links to the theory
- conclusion
- literature/sources

Criteria for an essay

	1 – 3.5	4 - 5	5.5 - 7	7.5 - 10
Structure and organisation	plagiarism	The organization of the essay impedes the understanding of it to some extent. The introduction, the conclusion are flawed.	Some information is misplaced. The introduction and conclusion fail to indicate fully the content and argument of the essay.	Well organized; All information is relevant and apposite. The introduction and conclusion are clear, well structured, and indicate fully the content and argument of the essay.
Content and argumentation	No attempt; plagiarism	The treatment of the subject is superficial, stating the obvious. The essay is reproductive, repeating course material. Several points made are irrelevant; No counter-arguments.	The essay sometimes lacks objectivity. The argumentation is not equally convincing.	All paragraphs contribute equally to the argument. There is no disjunction between argument and sub-argument. There are counter-arguments for all points. All the information is relevant. The essay shows objectivity.
Academic conventions (referencing)	No attempt; plagiarism	Quotes are poorly identified, or not at all. Referencing is poor; The bibliography does not fulfil all requirements (APA).	Not all the information is well sourced. Some minor errors remain.	All information is well sourced and referenced; (including in the bibliography) quotes are well integrated and contribute significantly to the point made.

Research (secondary sources, quality and use of information)	No attempt; plagiarism	Some of the information is superficial, or irrelevant. Research is minimal, and restricted to 3 or 4 sources only including Wikipedia, blogs, and forums.	Research was done but it does not always have sufficient depth, scope, and/or balance.	Research is wide-ranging, balanced and of high quality.
Language, style	No attempt; plagiarism	The use of language impedes the understanding of the essay. The style is informal and non-academic. There are no connectives, or only very few.	There are some connectives and transitional signals. There are some mistakes in language that do not impede understanding. Overall adequate in expressing ideas clearly.	Connectives are judiciously chosen, and transitional signals clearly indicate the thinking process. The style is academic and the language is (near) perfect. All ideas and arguments are clearly expressed.

(Vincent Hernot, HvA, LTM 4, 2015)

9. Assessment

Type of Assignment	Weighing	Min. Mark
Group Assignment	70 %	5,5
Individual Assignment	30 %	5,5

10. Course Material and Literature

BOEK (Required)					
Title:	Economy of Experiences				
Author(s):	Albert Boswijk, Ed Peelen & Steven Olthof				
ISBN:	9789081922005	Edition:	1 st ; 2012	Publisher:	European Centre for Experience Economy
Title:	The Experience Economy – Work is Theatre & Every Business a Stage				
Author(s):	B. Joseph Pine & James H. Gilmore (recommended)				
	ISBN: 978-0-087584-819-8				

11. Course Evaluation

Evaluation of the course will take place in class at the end of the block. The course will also be evaluated by FEM management and by a student panel.