

Experiential marketing & customer journey



En bref

- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

Présentation

Objectifs

The purpose of the course is to introduce students to the fundamentals of experiential marketing. The course will provide a solid theoretical foundation of the experiential approach in consumer research and marketing as well as real life examples of how to use it in marketing and customer journey strategy.

The course is structured around three main objectives that aim at:

Understanding the origins of experiential marketing, distinguishing between consumer experience and consumption of experiences

Ø What is an experience? What are the different phases? What are the different theoretical and conceptual underpinnings?

Observing, describing and analysing consumer experience

Ø How do you observe and describe a consumer experience? How can a methodological protocol be put in place to capture these experiences?

Implementing an experiential marketing strategy and designing an efficient customer journey

**What are the managerial implications of experiential marketing? What are the consequences for strategic marketing?
What are the levers of action for an experiential offering?**

Heures d'enseignement

CM	Cours Magistral	9h
TD	Travaux Dirigés	9h

Pré-requis obligatoires

Fundamentals of marketing and consumer research

Plan du cours

This course is structured around lecture sessions (6h) that gives insights into fundamentals, definitions, key concepts and origins of experiential marketing, and tutorials (7,5h) that allow the student to work on real-life situations related to experiential marketing applied to the hospitality and tourism sector.

Session usually last 3 hours and are divided between 1,5 hours of lecture and 1,5 hours of tutorials.

Compétences visées

Creating, designing and implementing an experiential marketing tourism strategy in hospitality and tourism

Bibliographie

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Infos pratiques

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