



APPLIES TO ACADEMIC YEAR 2015/2016

ELE 3756 Experience design: product and market

Programme

Elective

Responsible for the course

Sølvi Lyngnes

Department

Department of Innovation and Economic Organisation

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course is an introduction to the experience economy and describes and discusses production, distribution, consumption and marketing of experiences in new and traditional business contexts. The focus of the course is on the experience aspect of the experience economy and emphasize how experiences can add value to firms and customers focusing the tourism industry.

Learning outcome

red knowledge

Students shall acquire insight into and knowledge of the experience economy, both as a concept and in practice. Students shall gain understanding of the producers' challenges and the customers' behaviour relating to experience products, in addition to basic theories, models and methodological aspects of the topic.

red skills

Students shall be able to analyze, implement and apply relevant methods and theories in development of experiences in firms in generally and in the service industry in specially. Relevant management tools are to be applied to new and existing firms.

red reflection

Students shall be able to understand and reflect on the effects of the experience economy's effects on customers, firms and destinations. Ethical dimensions such as sustainability and corporate responsibility are emphasized.

Prerequisites

There are no particular prerequisites.

Compulsory reading

Books:

Boswijk, A., Ed Peelen & Steven Olthof. 2013. Economy of experiences. 3rd ed. European centre for the experience economy.

Articles:

Mossberg, L. 2007. A marketing approach to tourist experiences. Scandinavian Journal of Hospitality and Tourism. 7 (1). pp. 59 - 74. (download BI library)

Mossberg, L. 2008. Extraordinary experiences through storytelling. Scandinavian Journal of Hospitality & Tourism. 8 (3). pp. 195 - 210. (download BI library)

Pine, J. and J. Gilmore. 1998. Welcome to the experience economy. Harvard business review. 76 (4). pp. 97 - 105. (download BI-library)

Poullsson, S. and K. Sudhir. 2004. The Experience Economy and Commercial Experiences. Marketing review. nr. 4. pp. 267 - 277. (<http://web.b.ebscohost.com.ezproxy.library.bi.no/ehost/detail/detail?vid=2&sid=039ed2f5-7e55-48c7-b522->

Recommended reading

Course outline

- The experience economy: introduction
- Value creation
- Experiences and senses
- Shifts in society
- New forms of value creation
- Innovation.
- Design principles for experience co-creation process
- The experience room
- Pine and Gilmore: The four experience realms
- Storytelling
- Experiences as tools in market communication, image and branding
- Experiences in business generally and in the service industry specially

Computer-based tools

Learning process and workload

The estimated work load of the course is 200 hours, which include lectures, literature studies, preparations, excursions, student presentations and various forms of guidance and feedback. Students are expected to contribute actively in class and to take part in what is planned in the detailed syllabus at the start of the semester. Excursions and visits to firms in the industry, will be arranged. The examination is a project paper, to be written in groups of 1-3 students. The project paper is to be presented in class, and feedback and guidance will be given based on submitted material and presentation

Activity	W o r k l o a d
Participation in class and presentation of assignments	36
Excursion	4
Work on assignments and on presentations	45
Preparation for class and exam, literature studies and study groups	11 0
Total recommended workload	20 0

Use of hours

36 hours - lectures

5 hours - Guidance and feedback (planned in class room depending on the number of students).

4 hours - Excursion

45 hours total

Examination

A project paper concludes the course. The project paper is handed out in the beginning of the term, and may be solved individually or in groups of up to three students.

Examination code(s)

ELE 37561 Project paper, counts for 100% to obtain final grade in ELE 3756 Experience design: product and market 7.5 ECTS credits.

Examination support materials

All support materials are allowed

Re-sit examination

A re-sit is held in connection with the next scheduled course.

Additional information