



APPLIES TO ACADEMIC YEAR 2016/2017

## ELE 3756 Experience design: product and market

### Programme

Elective

### Responsible for the course

Sølvi Lyngnes

### Department

Department of Communication and Culture

### 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

#### Acquired 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.

#### Acquired 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.

#### Reflection

The 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., E. Peelen & S. Olthof. 2013. Economy of experiences. 3rd ed. European centre for the experience economy.

#### Book extract:

Mossberg, L.. 2007. Opplevelsesrommet i Å skape opplevelser : fra ok til wow!. Fagbokforlaget. kap.6 side 108-140

#### Articles:

En artikkel kommer i tillegg

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.. 2007. Extraordinära upplevelser genom storytelling. Magma. 3

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

### 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. Excursion/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	Workload
Participation in class, guidance and feedback and presentation of assignments	36
Excursion	4
Work on assignments, on presentations and feedback	50
Preparation for class and exam, literature studies and study groups	110
<b>Total recommended workload</b>	<b>200</b>

### Use of hours

36 hours - lectures

5 hours - Guidance and feedback

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

For electives re-sit is normally offered at the next scheduled course. If an elective is discontinued or is not initiated in the semester it is offered, re-sit will be offered in the electives ordinary semester.

### Additional information