

General Information	
Academic subject	Experiential Marketing
Degree course	Marketing and Business Communication
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname Arianna Di Vittorio	Mail-address arianna.divittorio@uniba.it	SSD SECS-P/08
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ECTS credits details			
Basic teaching activities	Frontal lessons	Seminars	exercises

Class schedule	
Period	Second period
Year	3
Type of class	Lecture- workshops

Time management	
Hours	56
Hours of lectures	40
Tutorials and lab	16

Academic calendar	
Class begins	20 february
Class ends	9 june

Syllabus	
Prerequisites/requirements	Knowledge of the general aspects of Marketing and personal/business communication (prerequisites: <i>Ragioneria Generale</i>)
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i></p> <p>The course offers an innovative approach to marketing management, focusing on the notion of consumer experience, described under the five dimensions of Sense, Feel, Think, Act and Relate.</p> <p><i>Applying knowledge and understanding</i></p> <p>Supporting analysis with a series of Italian and American experiences, the course reconstructs the four steps necessary to offer an experience to the consumer, namely:</p> <ul style="list-style-type: none"> - The analysis of the experiential world of the client; - The construction of an experiential platform; - The design of a brand experience; - The structuring of the relationship. <p><i>Making informed judgements and choices</i></p> <p>The communication activities, the visual and verbal identity, the product, the initiatives of cobranding,</p>

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	<p><u>exhibition spaces, websites and electronic media, people become so fundamental tools to build the experience and with the customer.</u></p> <p>▲ <u>Communicating knowledge and understanding</u> <u>Achieving adequate knowledge about the corporate marketing function with adequate depth dedicated to sensory and experiential communication through the basics about the strategies and product policies.</u> <i>Capacities to continue learning</i> <u>Develop the ability to expand the expansion analysis of the product portfolio in view of production experience.</u></p>
Contents	<ul style="list-style-type: none"> • <u>The experience in the consumption</u> <u>The CEM, a new management approach;</u> <u>The Strategic Experiential Modules (SEM);</u> <u>The Trainers of Experience (ExPro);</u> <u>Analyzing the experiential world of the customer;</u> <u>Building the experiential platform;</u> <u>Structuring the relationship with the customer;</u> <u>As technology improves the experience of relationship.</u>
Course program	
Bibliography	<p><u>FERRARESI M.- SCHMITT B.H., Marketing esperienziale, Milano, Franco Angeli, 2013;</u> <u>ADDIS M. , ad uso e consumo, Paerson, 2007.</u></p>
Notes	
Teaching methods	<u>Frontal lessons, Seminars, Exercises</u>
Assessment methods (indicate at least the type written, oral, other)	<u>Oral</u>
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p><u>The student must have a good basic understanding of issues related to the consumption of experiences, the underlying condition for which companies create consumer experience to be proposed to the markets with reference to the activities of customer experience management and definition of the SEM and EX -PRO, as well as adequate properties of language. Must possess a knowledge of the main application of customer communication techniques, methods of effective interaction company-customer.</u></p>
Further information	

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Formattato: Tipo di carattere: Times New Roman, 12 pt, Colore carattere: Rosso