

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

Experiential marketing & customer journey - CM	Cours Magistral	6h
Experiential marketing & customer journey - TD	Travaux Dirigés	7,5h

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

Arnould, E. J., & Price, L. L. (1993). River Magic#: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research*, 20(1), 24#45. <https://doi.org/10.1086/209331>

Carù, A., & Cova, B. (2003). Revisiting Consumption Experience#: A More Humble but Complete View of the Concept. *Marketing Theory*, 3(2), 267#286. <https://doi.org/10.1177/14705931030032004>

Carù, A., & Cova, B. (2006). Expériences de consommation et marketing expérientiel. *Revue Française de Gestion*, 3(162), 99#113. <https://doi.org/10.3166/RFG.162.99-115>

Finsterwalder, G. P., Samuel Spector, Jörg. (2020). Customer experience in tourism#: An overview. In *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.

Følstad, A., & Kvale, K. (2018). Customer journeys#: A systematic literature review. *Journal of Service Theory and Practice*, 28(2), 196#227. <https://doi.org/10.1108/JSTP-11-2014-0261>

Hetzel, P. (2002). *Planète conso#: Marketing expérientiel et nouveaux univers de consommation*. Ed. d'Organisation.

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption#: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92#101. <https://doi.org/10.2307/1251707>
Holbrook, M. B. (2018). Essay on the origins, development and future of the consumption experience as a concept in marketing and consumer research. *Qualitative Market Research: An International Journal*, 21(4), 421#444. <https://doi.org/10.1108/QMR-04-2018-0041>

Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption#: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(2), 132#140.
Holt, D. B. (1995). How Consumers Consume#: A Typology of Consumption Practices. *Journal of Consumer Research*, 22(1), 1#16.

Le, D., Scott, N., & Lohmann, G. (2019). Applying experiential marketing in selling tourism dreams. *Journal of Travel & Tourism Marketing*, 36(2), 220#235. <https://doi.org/10.1080/10548408.2018.1526158>

Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, 80(6), 69#96. <https://doi.org/10.1509/jm.15.0420>

Pine, J. B. J., & Gilmore, J. H. (1999). *The Experience Economy#: Work is Theatre & Every Business a Stage*. Harvard Business Press.
Rather, R. A. (2020). Customer experience and engagement in tourism destinations#: The experiential marketing perspective. *Journal of Travel & Tourism Marketing*, 37(1), 15#32. <https://doi.org/10.1080/10548408.2019.1686101>

Roederer, C. (2013). Marketing and experiential consumption. Éditions EMS. Schmitt, B. (1999). Experiential marketing. Journal of marketing management, 15(1#3), 53#67.

Tueanrat, Y., Papagiannidis, S., & Alamanos, E. (2021). Going on a journey#: A review of the customer journey literature. Journal of Business Research, 125, 336#353. <https://doi.org/10.1016/j.jbusres.2020.12.028>

Woodward, M. N., & Holbrook, M. B. (2013). Dialogue on some concepts, definitions and issues pertaining to 'consumption experiences'. Marketing Theory, 13(3), 323#344. <https://doi.org/10.1177/1470593113485108>

Infos pratiques

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)