



Subject card

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| Subject name and code | The concept of experience marketing - examples of practical application , PG_00059206 | | | | | | |
| Field of study | Mechanical and Medical Engineering | | | | | | |
| Date of commencement of studies | February 2023 | Academic year of realisation of subject | | | 2023/2024 | | |
| Education level | second-cycle studies | Subject group | | | | | |
| Mode of study | Full-time studies | Mode of delivery | | | at the university | | |
| Year of study | 1 | Language of instruction | | | Polish | | |
| Semester of study | 2 | ECTS credits | | | 1.0 | | |
| Learning profile | general academic profile | Assessment form | | | assessment | | |
| Conducting unit | Institute of Ocean Engineering and Ship Technology -> Faculty of Mechanical Engineering and Ship Technology | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | dr Anna Dembicka | | | | | |
| | Teachers | dr Anna Dembicka | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15 |
| | E-learning hours included: 0.0 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | Participation in consultation hours | | Self-study | | SUM |
| | Number of study hours | 15 | 0.0 | | 0.0 | | 15 |
| Subject objectives | The aim of the course is to familiarize students with the concept of experience marketing, which is more and more often an obligatory basis for innovative marketing strategies of enterprises, and to show the practical application of this idea (experience management, strategic experience modules, customer and employee journey mapping). | | | | | | |
| Learning outcomes | Course outcome | Subject outcome | | | Method of verification | | |
| | [K7_U71] is able to apply knowledge from humanistic, social, economic or legal sciences in order to solve problems | The student has acquired the ability to apply basic general knowledge in the field of humanities, social and legal sciences in order to solve emerging problems. | | | [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task | | |
| | [K7_W71] has general knowledge in humanistic, social, economic or legal sciences, including their fundamentals and applications | The student has basic general knowledge in the field of humanities, social and legal sciences. | | | [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects | | |
| | [K7_K71] is able to explain the need to apply knowledge from humanistic, social, economic or legal sciences in order to function in a social environment | The student is able to take into account the knowledge in the field of humanities, social and economic sciences in order to optimize functioning in a social environment. | | | [SK3] Assessment of ability to organize work [SK5] Assessment of ability to solve problems that arise in practice | | |
| | [K7_K02] He/she understands outer aspects of influence of mechanical engineer and manager, their social consequences and impact on the environment, needs to follow the rules of ethics and respect for the diversities of views and cultures | The student understands the social consequences of the work of an engineer and manager. It takes into account the need to care for the natural environment and to observe the principles of professional ethics and respect for cultural diversity. | | | [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills | | |
| | [K7_K04] He/she understands social role of engineer and can take part in communicating information to the public and opinions related to the development of technique and threats, especially in the scope of mechanical – medical engineering | The student is able to transfer knowledge about the development of technology and the possible risks associated with it. | | | [SK4] Assessment of communication skills, including language correctness [SK5] Assessment of ability to solve problems that arise in practice [SK1] Assessment of group work skills | | |

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| Subject contents | <p>I. INTRODUCTION TO MARKETING The mechanism of marketing functioning, Marketing tools (4P, 4C, 7P, Marketing 5.0) and determinants of marketing functioning, Product management, offer distribution, promotion, pricing, service development management and service quality - criteria, Offer brand concept (brand identity, brand image brand personality), The concept of the target market, customer segmentation and marketing research, positioning, Contemporary consumer (customer value and customer value, customer satisfaction and loyalty) Areas of purchasing expectations (psychological, economic and marketing, socio-cultural), Value marketing, Digital marketing aimed at generation Z and Alpha, Marketing communication in social media</p> <p>II CONCEPT OF EXPERIENCE MARKETING Genesis of experience marketing, Pillars of building positive customer experience, Experience categories, Experience areas, Strategic experience modules, Touchpoints, Buyer Persona creation, Experience shaping stages, Experience management, Customer Journey Map and Employee Journey Map Company, Empathy Map, Feelings Map, Service Scheme.</p> | | |
| Prerequisites and co-requisites | Basic knowledge of economics and management. | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | customer journey map design | 60.0% | 60.0% |
| | team presentation | 60.0% | 40.0% |
| Recommended reading | <p>Basic literature</p> <p>Pine II B. Joseph, James H. Gilmore. 1999. The Experience Economy: Work is Theatre and Every Business a Stage. Boston: Harvard Business School Press</p> <p>Gilmore James H., B. Joseph Pine II. 2007. Authenticity. What consumers really want. Boston: Harvard Business School Press</p> <p>Shaw Colin, John Ivens. 2005. Building Great Customer Experiences. New York: Palgrave Macmillan.</p> <p>Lemon Katherine N., Peter C. Verhoef. 2016. Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing 80(6): 6996.</p> <p>A. Urbański, L. Dziewa, Tworzenie doświadczeń klientów, Helion S. A., Warszawa 2021.</p> <p>K. Dziewanowska, A. Kacprzak, Marketing doświadczeń, PWN, Warszawa 2013.</p> <p>M. Lindstrom, Brand sense, Helion, Gliwice 2009.</p> <p>K. Wojciechowska, Customer Experience Management, Helion, Gliwice 2020.</p> | | |

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| | Supplementary literature | <p>Armstrong G., Kotler P. Marketing. Wprowadzenie, Wolters Kluwer Polska, Warszawa 2012.</p> <p>Marketing przyszłości. Od ujęcia tradycyjnego do nowoczesnego, red. nauk., G. Rosa, J. Perenc, I. Ostrowska, Wydawnictwo C.H. Beck, Warszawa 2016.</p> <p>A. Mazurkiewicz-Pizło, W. Pizło, Marketing. Wiedza ekonomiczna i aktywność na rynku, PWN, Warszawa 2017.</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, Marketing 4.0, MT Biznes, Warszawa 2017.</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0, MT Biznes, Warszawa 2021.</p> <p>M. Grigsby, Marketing analytics. Jak skutecznie korzystać ze statystyk, analiz, modeli i big data w marketingu, PWN, Warszawa 2019.</p> <p>Marketing w erze technologii cyfrowych. Nowoczesne koncepcje i wyzwania, red. nauk., B. Gregor, D. Kaczorowska-Spychalska, PWN, Warszawa 2018.</p> <p>M. Ball, Metawersum. Jak internet przyszłości zrewolucjonizuje świat biznesu, MT Biznes, Warszawa 2022.</p> |
| | eResources addresses | <p>Adresy na platformie eNauczanie:</p> <p>Koncepcja marketingu doświadczeń - przykłady praktycznego wykorzystania (PG_00059206) (PG_00059211), W, sem. 2, zimowy 2023/24 - Moodle ID: 33698 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=33698</p> |
| Example issues/ example questions/ tasks being completed | final project of the client's journey map - based on the theoretical knowledge gained during the lecture and practical team tasks | |
| Work placement | Not applicable | |