



Subject card

Subject name and code	The concept of experience marketing - examples of practical application , PG_00059206						
Field of study	Management and Production 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_U01] can obtain information from literature, databases and others sources, also in English or another foreign language recognized as the language of international communication in a given engineering discipline; is able to integrate the obtained information, interpret it, as well as draw conclusions and formulate and justify opinions.	The student has the ability to obtain information from literature and databases, also in foreign languages. Is able to analyze and verify the acquired data and formulate and justify opinions.	[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject [SU2] Assessment of ability to analyse information [SU1] Assessment of task fulfilment
	[K7_W01] knows and understands to a greater extent selected issues in the field of management and quality sciences and mechanical engineering, their location in the field of social sciences and engineering and technical sciences, as well as relationships with related disciplines, and sees the possibility of applying the knowledge in practice.	The student has detailed knowledge of issues in the field of management and quality sciences and mechanical engineering. Is able to use acquired knowledge in practice.	[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects
	[K7_W05] has the knowledge necessary to understand social, economic, legal and other non-technical conditions of activity engineering, including copyright.	The student understands the socio-economic and legal conditions of non-technical issues of engineering activities.	[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge
	[K7_K02] is aware of the importance and understanding of non-technical aspects and effects of engineering activities, including its impact on the environment, and the related responsibility for decisions made demonstrates knowledge of actions to reduce risk and anticipate the social impact of engineering and manufacturing activities	The student knows the role of non-technical aspects of engineering activities and their impact on the environment. He is responsible for the decisions he makes and is able to reduce risks and predict the effects of engineering and production activities	[SK5] Assessment of ability to solve problems that arise in practice [SK3] Assessment of ability to organize work [SK1] Assessment of group work skills
[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.	[SK5] Assessment of ability to solve problems that arise in practice [SK3] Assessment of ability to organize work	
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
	team presentation	60.0%	40.0%
	customer journey map design	60.0%	60.0%

Recommended reading	Basic literature	<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>
	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: 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	