



Subject card

| | | | | | | | |
|---|---|--|---|-------------------------------------|--|------------|-----|
| 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 2024 | Academic year of realisation of subject | | | 2024/2025 | | |
| 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 | | | | | | |
| 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_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 MARKETINGThe 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 MARKETINGGenesis 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 | Adresy na platformie eNauczanie: | |
| 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 | | |