

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Experiential Marketing					
Course code (LAIS):	<i>The course will be registered LAIS after receiving the accreditation</i>					
Study programme:	Tourism experience design and entrepreneurship					
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education				
	<input checked="" type="checkbox"/>	Professional Bachelor				
	<input type="checkbox"/>	Professional Master				
	<input type="checkbox"/>	Academic Master				
	<input type="checkbox"/>	PhD level				
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)				
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)				
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)				
	<input type="checkbox"/>	Elective courses (Part C)				
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours	
	full time studies:	2	3	80	32	48
	part-time studies:				10	70
Course Author/ Tutor:	Andris Klepers					
	Associate professor, leading researcher, Dr.geogr.					
	E-mail: andris.klepers@va.lv					
	Consultations: according to the consultation schedule for each semester (Thursdays, 14:30-16:00)					
Study Form:	Full time studies/ part-time studies					
Study year, semester:						
full time studies:	3 rd year, 6 th semester					
part-time studies:	4 th year, 8 th semester					
Language:	English (adjusting the content, including for those studying in the ERASMUS exchange program)					
Prerequisites for the Course: <i>(if necessary)</i>	Basics of tourism, basics of economy					
Course Summary:	The aim of the study course is to provide students with knowledge of experiential marketing, marketing logic and market research. Strengthen competences in applied marketing, market research methods. Develop sales skills, story involvement in business. Emphasize the relevance of digital marketing solutions and strengthen their application.					
Course Methods, including description of the organization of students' individual work and tasks:	Lectures, guest lectures. Proceedings of the seminar. Interactive student engagement in lecture format using digital interactive tools. Group works, discussions. Problem-case studies. Market research in collaboration with industry. Feedback. 3 graded study papers + exam.					
Assessment:	Written exam					
Requirements for Credits:	Must have successfully completed study assignments, must attend lectures (for valid reasons, 2 lectures may be missed; otherwise, study according to an individual plan must be agreed with the tutor). At least 50% of the maximum mark must be obtained in the exam paper.					
	Explanation of ratings: excellent (10) – knowledge, skills and competence exceed the requirements specified in the course description; excellent (9) – knowledge, skills and competence fully meet the requirements specified in the course description; very good (8) – the requirements specified in the course description are fully met, however, in certain issues there is not enough deep understanding or the student needs					

	<p>support in decision-making in order to use the knowledge independently in solving more complex problems;</p> <p>good (7) – in general, the requirements specified in the course description are fulfilled, however, sometimes the inability to use the acquired knowledge independently can be detected;</p> <p>almost good (6) – the requirements specified in the course description are fulfilled, however, at the same time, an insufficiently deep understanding of the problem and the inability to use the acquired knowledge can be detected;</p> <p>average (5) – in general, the requirements specified in the course description have been mastered, however, insufficient knowledge of some topics and the inability to use the acquired knowledge can be detected;</p> <p>almost average (4) – in general, the requirements specified in the course description have been mastered, however insufficient understanding can be found even at the level of basic concepts, there are significant difficulties in the practical use of the acquired knowledge;</p> <p>weak (3) – knowledge is superficial and incomplete, the student is unable to use it to complete tasks;</p> <p>very weak (2) – there is only superficial knowledge of certain topics, most of the requirements specified in the course description have not been met;</p> <p>very, very weak (1) – lack of understanding and knowledge of the topics covered in the course.</p>																									
<p>Abiding by the Academic Ethics</p>	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> - study papers must be independently developed; - the study work should reference all statements, ideas and data used that have been authored by someone else; - appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; - the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p>																									
<p>Learning Outcomes; the evaluation methods and criteria</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Learning Outcomes</th> <th>The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2">Knowledge</td> </tr> <tr> <td>Marketing concepts</td> <td rowspan="5">Practical and group work with included assignments, feedback and assessment. Seminars and discussion, feedback, active learning methods.</td> </tr> <tr> <td>Marketing logic</td> </tr> <tr> <td>Commercialization of the experience</td> </tr> <tr> <td>Selling</td> </tr> <tr> <td>Market research methods</td> </tr> <tr> <td colspan="2">Skills</td> </tr> <tr> <td>Application of market research methods</td> <td>Market research work (individually or in pairs) with the study of specific situations. Compatibility of methods with group members. Member rating. Feedback.</td> </tr> <tr> <td>Learning integrated marketing communication</td> <td rowspan="4">Practical exercises and prepared tasks for interactive studies. Examples and feedback from completed tasks.</td> </tr> <tr> <td>Experience commercialization skills</td> </tr> <tr> <td>Story involvement in marketing and branding</td> </tr> <tr> <td>Selling</td> </tr> <tr> <td colspan="2">Competency</td> </tr> <tr> <td>Understanding marketing logic</td> <td rowspan="3">Presentation of the work according to the "Golden minute pitch" approach. Final exam. Feedback from individual or group work. Exam score.</td> </tr> <tr> <td>Sales promotion and evaluation of effectiveness among different alternatives</td> </tr> <tr> <td>Making marketing strategic and operational decisions</td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	Knowledge		Marketing concepts	Practical and group work with included assignments, feedback and assessment. Seminars and discussion, feedback, active learning methods.	Marketing logic	Commercialization of the experience	Selling	Market research methods	Skills		Application of market research methods	Market research work (individually or in pairs) with the study of specific situations. Compatibility of methods with group members. Member rating. Feedback.	Learning integrated marketing communication	Practical exercises and prepared tasks for interactive studies. Examples and feedback from completed tasks.	Experience commercialization skills	Story involvement in marketing and branding	Selling	Competency		Understanding marketing logic	Presentation of the work according to the "Golden minute pitch" approach. Final exam. Feedback from individual or group work. Exam score.	Sales promotion and evaluation of effectiveness among different alternatives	Making marketing strategic and operational decisions
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Course Compulsory literature:	<p>Dixit, S. K. (2020). The Routledge Handbook of Tourism Experience Management and Marketing (excerpts).</p> <p>Freijers, V. (2011). Tūrisma mārketings. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība.</p> <p><i>Current scientific articles and industry reports, which will be provided additionally - according to the topics of the lectures.</i></p>
Course additional literature:	<p>Opresnik, M., & Kotler, P. (2022). Social Media Marketing: A Practitioner Approach: The ultimate strategy guide for social media success to grow your business.</p> <p>De La Nuez, A. (2022). The Digital Experience Company: Winning in the Digital Economy with Experience Insights.</p> <p>Kopp, O., & Weller, R. (2021). Content-Marketing entlang der Customer Journey: Dein Leitfaden für nutzerzentriertes Marketing mit Inhalten.</p> <p>Cleveland, B. (2021). Leading the Customer Experience: How to Chart a Course and Deliver Outstanding Results.</p> <p>Fyall, A., & Legohérel, P., et al. (2019). Marketing for Tourism and Hospitality: Collaboration, Technology and Experiences</p> <p>Jelini, D. A., & Mansfeld, Y. et al. (2019). Creating And Managing Experiences In Cultural Tourism.</p> <p>Kozak, M. (2018). Tourist Behavior: An Experiential Perspective.</p> <p>Smilansky, S. (2017). Experiential Marketing: A Practical Guide to Interactive Brand Experiences.</p> <p>Heath, C., & Heath, D. (2017). The Power of Moments: Why Certain Experiences Have Extraordinary Impact.</p> <p>Smith, K., & Hanover, D. (2016). Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands.</p> <p>Pennington, A. (2016). The Customer Experience Book: How to design, measure and improve customer experience in your business.</p> <p>Rose, R., & Johnson, C. (2015). Experiences: The 7th Era of Marketing.</p> <p>Birkholm Petersen, L., & Person, R. (2014). Connect: How to Use Data and Experience Marketing to Create Lifetime Customers.</p> <p>Buley, L. (2013). The User Experience Team of One: A Research and Design Survival Guide.</p> <p>Quesenbery, W., & Brooks, K. (2011). Storytelling for User Experience: Crafting Stories for Better Design.</p>
Course confirmation date:	30.06.2022.
Date of course description update:	30.06.2022.

Study Course Plan for full time (FT) studies and part-time (PT) studies:

Date	Theme	Academic hours				Study Form/ Organization of independent work of students and task description
		FT contact hours	FT independent work hours	PT contact hours	PT independent work hours	
<i>The date is specified before the implementation of the course</i>	Marketing concepts and key relationships. Value and price.	2	2	1	3	Lecture. Interactive engagement. Individual studies. Feedback. Total individual assignment of the course.
	Marketing logic, digital marketing solutions.	4	4	1	7	Lecture. Interactive engagement. Individual studies, case studies. Seminar.
	Commercialization of the experience.	4	4	1	7	Lecture. Interactive engagement. Individual studies, case studies. Seminar.
	Market research methods and their application.	4	12	1	15	Lecture. Examples of methods. Work in



						groups. Group work with assessment. Seminar on mutual compatibility of results.
	Learning integrated marketing communication. Sales.	4	4	1	7	Lecture. Interactive engagement. Individual studies, case studies. Seminar.
	Story involvement in marketing and branding.	4	6	1	9	Lecture. Individual work with assessment. Presentation of the best works in the group.
	Making marketing strategic and operational decisions. Efficiency.	4	4	1	7	Lecture. Interactive engagement. Individual studies, case studies. Seminar.
	Marketing strategy, content marketing. Digital solutions.	4	10	1	13	Lecture. Individual work with assessment. Presentation of work in a group, feedback.
	Strategy monitoring and monitoring indicators. Durability.	2	2	2	2	Data processing. Individual work. Training exercises. Course common assignment feedback.
	Hours total:	32	48	10	70	