

Amrita School of Business
Amrita Vishwa Vidyapeetham
Coimbatore

Term IV - JUNE 2019) – (SEP 2019)

Course Title:	Experiential Marketing
Course Code:	MM406E
Credits:	3
Total Sessions:	24
Course Instructor:	M K Chandrasekar
Contact Information:	mkc@catapult.consulting
Course Link:	
Office:	
Office hours:	
Course contributes mostly to:	Employability & Career path / Entrepreneurship / Skill Development / Values of ground reality & hands on experience

Course Description

Take your marketing skills to the next level by learning how to write a detailed and well thought through strategic marketing plan for your brand or business. Designed for existing marketers with some experience, this course will equip you with practical take-home tools to enable you to develop stand-out brand goals, write powerful marketing plans and measure your performance. You will review the latest Marketing trends and thinking and learn how to apply them to your own market landscape.

Course Objectives

This course provides the insights of marketing practices and the tools to engineer the marketing thought process among the learners. The course introduces marketing concepts from a practical perspective and the role of marketing in business. Emphasis is given both to familiarization of fundamental concepts and principles of marketing and to quantitative analysis of problems/ issues arising in the management of marketing operations. Successful completion of the course will empower the students, even if one does not plan to work in marketing, to be able to relate the importance of marketing in creating value. At the end of the course, the students will be able to:

1. Understand how business situations are strategically approached.
2. Become thoughtfully pro-active while executing strategies to achieve sales excellence in changing market conditions.
3. Endure market conditions through tactful approach without compromising on the strategic goal
4. Set realistic goals based on measured strength and weakness of the business.
5. Synergize functional and overall strategy
6. Understand brand value and how it is built on consumer perceptions and aspirations
7. Understand the role of sales function in a business and how customer facing roles are critical in mitigating situations.
8. Become familiar with the latest marketing trends.

Alignment of course objectives (CO) with learning goals (LG) of Assurance of Learning

Derived from its mission, ASB has adopted five learning goals, (apart from the discipline competency) - the management-specific attributes, knowledge and skills that its graduates are expected to possess when they complete the programme. The six outcomes of this course are mapped to the 'Critical and integrative Thinking' learning goal. The assessments, written report for the field visit and the writing exercise would reinforce the second learning goal, 'Effective written and oral communication'.

LG \ CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1	3	0	2	0	0
CO2	2	0	3	0	0
CO3	0	0	3	2	0
CO4	0	2	0	3	0
CO5	3	0	0	0	2
CO6	0	0	3	0	0

CO7	0	3	2	0	0
CO8	3	0	0	0	0

Key: 3 – Highly relevant; 2 –Moderately relevant; 1 – Low relevance; 0- No relevance

Unit-wise scope for outcomes and Bloom's taxonomy

Experiential Marketing course is focused on practical learnings from industry practices and is designed focusing primarily on the Bloom's learning levels of applying, analyzing and evaluating levels of learning.

Bloom's Levels of Learning \ CO	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7	CO 8
Creating					X	X		
Evaluating	X			X				X
Analyzing	X	X						
Applying		X	X	X	X	X	X	X
Understanding			X	X	X		X	
Remembering			X			X		

Structure of the course

Experiential Marketing course is a 2-credit courses taught in trimesters 5. Experiential Marketing to enable the participants to gain deeper insights about business practices and to apply their learning's to develop a brand and a strategic marketing plan of their own.

Pedagogy

The classes will use discussions and video clippings predominantly, supported with lectures. The course is focused on business practices and strategies. Tutorials allow for problem solving practice. Every session will have assigned 'take home' exercises to practice critical thinking, where the students are expected 'to earn a ticket to class' with their 3 questions based on the assigned work. The students shall work individually and as groups on the assigned topics and submit for evaluation. The objective is to enable the students to move from campus to corporate world and to face the challenges confidently.

Assessment (Grading Policy: Relative)

S. no	Assessment exercise	Description	Weight
Group assessment (25%)			
1	Class preparation - 3 questions	Students are assigned class preparation work for each module; They bring with them to the class 3 questions from the assigned work, for which they look for answers in the session	5%
2	Writing exercise	A short term paper on a given topic is submitted in the given template based on information compiled from secondary research	10%
3	Fieldwork report	Each group identifies an organization involved in productive value creation and observes their processes in person. The learning is compiled into a poster which will be presented / displayed.	10%
Individual Assessment (75%)			
1	Attendance	Expected attendance, as per the rules	5%
2	Glossary preparation & Quiz from Glossary	Each group prepares a glossary of terms from the assigned module with a minimum of 25 terms. The group members will take a quiz individually on the terms that they have compiled	10%
3	Mid-term examination	A closed book exam with emphasis on the understanding and application of concepts	20%

4	End-term examination	A closed book comprehensive exam with emphasis on analyzing, evaluating and critiquing	40%
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Course Requirements

Throughout this course, the students are expected to demonstrate highest levels of involvement and commitment, in terms of efforts, quality of work, and conduct both at individual level and as groups. The potential of making learning interesting and effective lies primarily in the hands of the students and are expected to use the same for this course throughout the term. The course demands **study efforts of 6 hours / week outside classroom (3 hours for every one session of class)**. Preparation is mandatory for attending the classes.

Course Text

Experiential Marketing – a practical guide to interactive brand experiences

Session Plan

SN NO	TOPIC	CLASS PREPARATION	POST-CLASS READING
Module 1: Why Experiential Marketing			Chapter 1
1	Context : Marketing Communication	Videos, Handouts, Power point presentations	Reading, Exercises
2	Experiential Marketing : A Differentiator		
3	Benefits, Criticisms and Resources		
Module 2: Outsourcing Vs. In-house			Chapter 2
4	In-house;	Videos, Handouts, Powerpoint presentations	Reading, Exercises
5	Outsourcing to your media / agency		
6	Working with agency		
Module 3: Idea			Chapter 4
7	Inspiration and illustration	Videos, Handouts, Powerpoint presentations	Reading, Exercises
8	Details & Evaluation		
9	Approximate budget		
Module 4: Situation and Background			Chapter 5
10	Set Message	Videos, Handouts, Power point presentations	Reading, Exercises
11	Situation and Background		
Writing exercise: Case Study – Push Vs. Pull of products , Network expansion and classification			
Module 5: Experiential Objectives			Chapter 6
12	Examples	Videos, Handouts, Powerpoint presentations	Reading, Exercises
Writing exercise: Case Study – Understanding Primary, Secondary & Tertiary ; Width ad Depth of Markets			
Module 6: Target Audiences			Chapter 7
13	Analyzing Target Audiences	Videos, Handouts, Powerpoint presentations	Reading, Exercises

Writing exercise: Case Study – Market Segmentation			
Module 8: Message – Key Communication			Chapter 8
14	Bringing message to life	Videos, Handouts, Powerpoint presentations	Reading, Exercises
Module 9: Selected locations and brand ambassadors			Chapter 10
15	Choosing locations	Videos, Handouts, Powerpoint presentations	Reading, Exercises
16	Live brand experiences		
18	Brand ambassador selection		
19	Recruiting brand ambassadors		
Module 10: Systems and Mechanism for measurement			Chapter 11
20	How much to spend on measurement	Videos, Handouts, Powerpoint presentations	Reading, Exercises
Module 11: Action			Chapter 12
21	Contents of the action plan	Videos, Handouts, Powerpoint presentations	Reading, Exercises
Module 12: Gauging Effectiveness			Chapter 13
22	Systems and mechanisms for measurement and how they enable gauging effectiveness	Videos, Handouts, Powerpoint presentations	Reading, Exercises
23	Real – time reporting and online client access pages		
24	Flexibility and change management solutions		
Writing exercise: Case Study – Budgeting			
Module 13: Evaluation			Chapter 14
25	Written evaluation section	Videos, Handouts, Powerpoint presentations	Reading, Exercises
26	Campaign evaluation		
Writing exercise: Case Study – Evaluation, Value for Money, Efficacy			
Module 14: Case Study – Project			Chapter 16

Contribution to Placements

The knowledge, readings, exercises and assignments for the course make explicit contributions to success during the placement process.

- Field work report: Resume, Interview (*for written communication practice*)
- Glossary of technical terms: Interview, Group Discussion (*for Domain knowledge ready reference*)
- Critical thinking Q & A : Group Discussion, Interview (*as critical thinking practice*)
- Modules mind maps: Group Discussion, Interview (*as a structured thinking tool*)
- Entry level operations positions and JD for these positions mapped with course objectives and discussed

