



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Experience Marketing							
Course Code		PAR256		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		Within the scope of Experience Marketing course; it is aimed to investigate the studies done in the area of ??experience marketing which is one of the new marketing fields developed depending on the changing consumer and to be able to examine them in accordance with the theoretical approaches in communication and advertising field.							
Course Content		The concept of new economy and changing consumer in the new economy, Consumption types in the economy of experience, Application of experience design and marketing, Examination of the existing studies and revealing the advertising relation with experience marketing, Examining the marketing strategies of the experience in advertising campaigns.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

### Recommended or Required Reading

1	Experiential Marketing-Taşkın DİRSEHAN
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Week	Weekly Detailed Course Contents	
1	Theoretical	.The concept of the new economy and the changing consumer in the new economy
2	Theoretical	.The concept of the new economy and the changing consumer in the new economy
3	Theoretical	Experience economy
4	Theoretical	Experience economy
5	Theoretical	Consumption types in the experience economy
6	Theoretical	Consumption types in the experience economy
7	Theoretical	Implementation of experience design and marketing
8	Theoretical	Implementation of experience design and marketing
9	Intermediate Exam	midterm
10	Theoretical	Examine the existing studies and reveal the advertising relationship with the experience marketing
11	Theoretical	Examine the existing studies and reveal the advertising relationship with the experience marketing
12	Theoretical	Examine the existing studies and reveal the advertising relationship with the experience marketing
13	Theoretical	Examination of experience marketing strategies in advertising campaigns
14	Theoretical	Examination of experience marketing strategies in advertising campaigns
15	Theoretical	Examination of experience marketing strategies in advertising campaigns
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Lecture - Practice	14	0	2	28
Assignment	32	0	1	32
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Perception of the concept of experiential marketing and establishing relationships with communication theories
2	Ability to transfer experiential marketing and target audience characteristics and differences of these elements to advertising strategies
3	To be able to examine experiential marketing strategies within the campaign
4	Present the online customer experience
5	6 Relationship marketing using digital platforms

### Programme Outcomes (Marketing)

1	To develop capabilities of using IT instruments,
2	To plan process of occupation and application of this capabilities.
3	To develop communicating in a foreign language.
4	To develop product decisions
5	To reflect the personality of customer oriented personality in every aspect of life.
6	To develop abilities in international marketing.
7	To develop active and entrepreneur spirit.
8	To define pitfalls on the way in occupational path.
9	To develop occupational ethical philosophy.
10	To develop life time learning capabilities.
11	To develop understanding of industrial problems.
12	To understand legal process.
13	To develop active communication skills.
14	To develop marketing and sales communication skills.

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L5
P10	5	5
P11		5
P12		5
P13		5
P14		5

