

MAPP_F_MKT404

CUSTOMER EXPERIENCE AND BRANDING

Number of ECTS credits : 4

Course language : English, French

Course leader : LEMARIE Linda , MUKHERJEE Sourjo

Speakers : BLANCHETIERE Béatrice , BOUCHET Marie-Laure , DEBSKI Valérie , DEVYS Delphine , KURTALIQI Fidan

COURSE DESCRIPTION

The objective of this course is to develop a thorough understanding of customer experience and strategies for its creation, management and sustainability, based on examples from various sectors. It will provide an overview of recent major trends in consumer behavior and the factors behind these developments. Students will learn to design a customer journey by developing the customer's personas and then determining the corresponding marketing mix. In parallel with the classroom sessions, students receive online training provided by Le Wagon. This online training will cover the concepts of user research, user interface kit, prototyping and graphics, necessary for the development of an application in relation to the theoretical concepts covered in class with the professor. This course ends with a discussion on the current challenges of customer experience (technical, ethical and societal) and the presentation, via a pitch, of the application developed in groups by the students during the semester.

COURSE OBJECTIVES

- To define and identify the different elements of the customer and user journey
- To conduct and perform a detailed analysis of customer behaviors
- To design a relevant customer tool experience through an innovative tool (Le Wagon)
- To act as a project manager and manage projects constraints with agility and flexibility

LEARNING OBJECTIVES

C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 3 - Support and argue new proposals in a context where they were not envisaged
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO15 - Act with flexibility, adaptability and intellectual curiosity
Outcomes	Lev. 3 - Confront several points of view and incorporate external opinions

TACKLED CONCEPTS

Consumer behavior, consumer psychology, consumer experience, branding, participative and collaborative consumers, consumer communities, customer journeys (omni channel), brand storytelling, brand identity, social networks and WOM, digital marketing, CSR

LEARNING METHODS

- Lectures, readings, group project, coaching sessions and final presentation.
- Online learning and quizzes with Le Wagon

EXPECTED WORK AND EVALUATION

- Online learning (readings, videos, quizzes)
- Group project on the design and development of a customer experience including a UX prototype (application)
- Final presentation (pitch)
- Final exam

≡ BIBLIOGRAPHY

BATAT, Wided. *Experiential Marketing: Consumer Behavior, Customer Experience and The 7Es*. Routledge, 2019.

Smilansky, S. (2017). *Experiential marketing: A practical guide to interactive brand experiences*. Kogan Page Publishers.

Villani, I. (2018). *Transform Customer Experience: How to achieve customer success and create exceptional CX*. John Wiley & Sons.

≡ EVALUATION METHODS

50 % : Final Exam

50 % : Continus Assessment

≡ SESSIONS

1

The new consumer : major trends and evolution in consumer behavior

LECTURE & CASE STUDIES & EXERCISES : 02h00

Introduction to the course

Overview of the major trends and key changes in the area of consumer behavior

2

What is customer experience?

LECTURE & CASE STUDIES & EXERCISES : 02h00

Origins of the concept of customer experience

Importance, relevance, and definition of the concept

Development of ideas for the final project

3

A framework for conceptualizing consumer experience

LECTURE & CASE STUDIES & EXERCISES : 02h00

Customer journey mapping

Creating consumer personas

Briefing regarding the online Le Wagon Module

4

Introduction to UX Design - Online Le Wagon Module

ON LINE LECTURES : 02h00

Introduction

Using designer tools

5

User Research - Online Le Wagon Module

ON LINE LECTURES : 02h00

Product Pitch

UX personas

User journeys

User flow

6

The new experiential Marketing Mix 1

LECTURE & CASE STUDIES & EXERCISES : 02h00

What is experiential marketing mix?

Experiential branding

Exchange

7

Building an UI kit - Online Le Wagon Module

ON LINE LECTURES : 02h00

Introduction to Atomic Design

Building a UI kit

8

The new experiential Marketing Mix 2

LECTURE & CASE STUDIES & EXERCISES : 02h00

Emotional touchpoints
Empathy capital

9

Group Coaching 1

INDIVIDUAL OR GROUP WORK : 02h00

Idea development for the term project

10

Prototyping - Online Le Wagon Module

ON LINE LECTURES : 02h00

Building a wireframe
Prototype and Usability Testing

11

The Future Challenges and Ethics

LECTURE & CASE STUDIES & EXERCISES : 02h00

The future challenges in customer experience design
Ethical and societal issues related to customer experience.

12

Graphic Design - Online Le Wagon Module

ON LINE LECTURES : 02h00

Colors and Typography
Icons and pictures
Advanced UI design

13

UX and Analytics - Online Le Wagon Module

ON LINE LECTURES : 02h00

Behavior Analytics

14

Group Coaching 2

INDIVIDUAL OR GROUP WORK : 02h00

Final project discussion and pitch

15

Final Presentation

GROUP PRESENTATION : 02h00

Final pitch presentation and video submission