

# MAPD\_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

<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	LO4 - Make proposals, take initiatives
<b>Outcomes</b>	Lev. 3 - Support and argue new proposals in a context where they were not envisaged
<b>C4B learning goal</b>	LG5 - Cooperation
<b>C4B learning objective</b>	LO15 - Act with flexibility, adaptability and intellectual curiosity
<b>Outcomes</b>	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