Customer experience and branding (in partnership with Le Wagon)

SYLLABUS

Number of ECTS credits : 4 ECTS
Course languages : English and French
Course leaders : LEMARIE Linda and Graciela Carrasco

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 GOALS

- LG04 - Action: Make proposals, take initiatives
- LG15 - Cooperation: Act with flexibility, adaptability, and intellectual curiosity

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
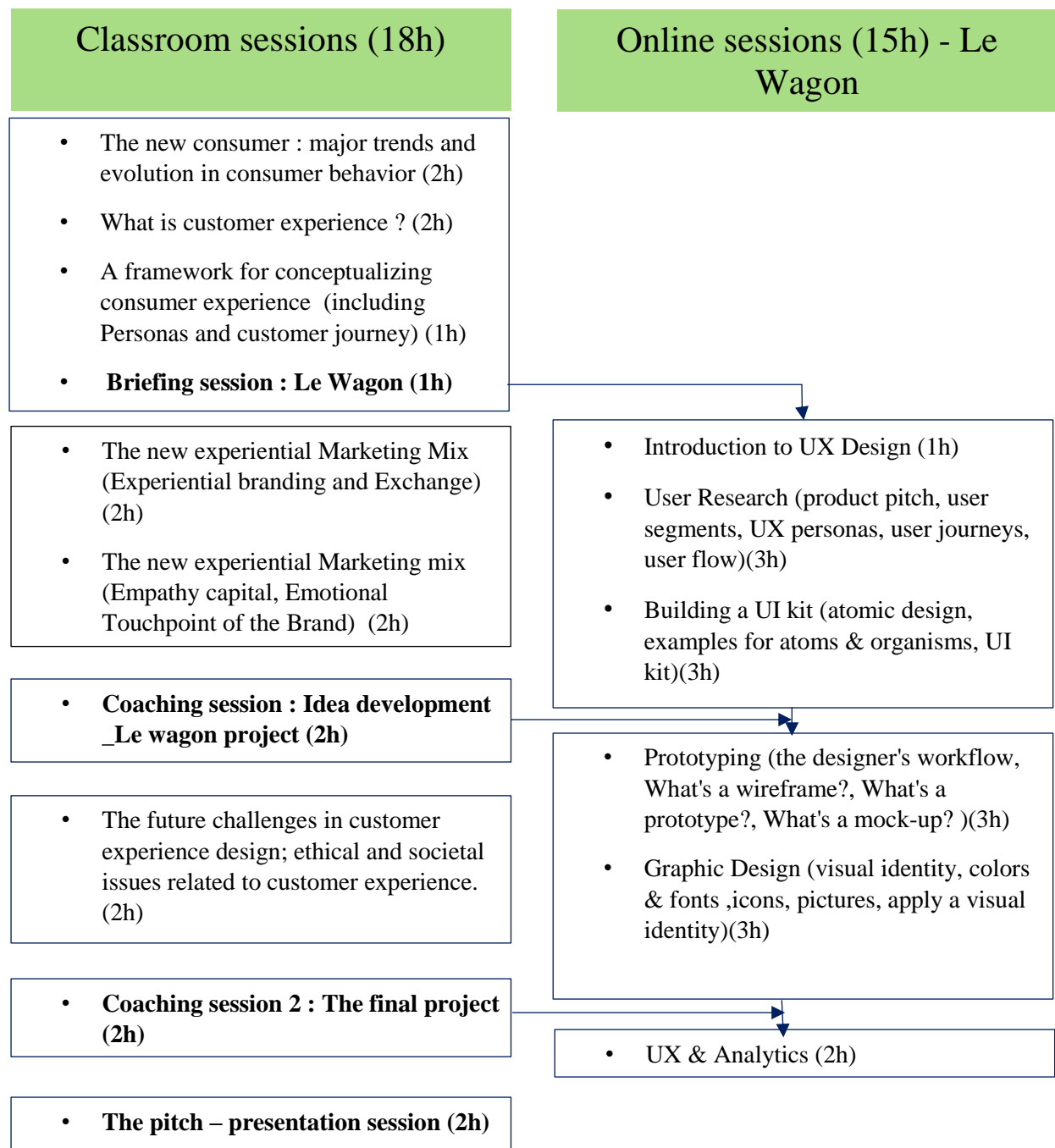
LEARNING METHODS

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

ASSIGNMENTS

• 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.

SESSIONS

Classroom sessions (18h)	Online sessions (15h) - Le Wagon

Classroom sessions (18h)

- The new consumer : major trends and evolution in consumer behavior (2h)
- What is customer experience ? (2h)
- A framework for conceptualizing consumer experience (including Personas and customer journey) (1h)
- **Briefing session : Le Wagon (1h)**

- The new experiential Marketing Mix (Experiential branding and Exchange) (2h)
- The new experiential Marketing mix (Empathy capital, Emotional Touchpoint of the Brand) (2h)

- **Coaching session : Idea development _Le wagon project (2h)**

- The future challenges in customer experience design; ethical and societal issues related to customer experience. (2h)

- **Coaching session 2 : The final project (2h)**

- **The pitch – presentation session (2h)**

Online sessions (15h) - Le Wagon

- Introduction to UX Design (1h)
- User Research (product pitch, user segments, UX personas, user journeys, user flow)(3h)
- Building a UI kit (atomic design, examples for atoms & organisms, UI kit)(3h)

- Prototyping (the designer's workflow, What's a wireframe?, What's a prototype?, What's a mock-up?)(3h)
- Graphic Design (visual identity, colors & fonts ,icons, pictures, apply a visual identity)(3h)

- UX & Analytics (2h)

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.

COURSE EVALUATION

60% individual evaluation (10% online evaluation via Quizzes and 50% Final exam)
40% Group project