

#	Dates	Content
1	Jan 8. Jan 10.	<i>Marketing, Experience, Economy</i> . Preparation for the course and overview of assignments. Reading and Discussion: Start carefully assembling candidates for marketing case studies etc. Make sure you read through the syllabus carefully. In-class exercise.
2	Jan 15. Jan 17.	<i>The Experience Economy</i> . Reading and Discussion: Pine, B., and Gilmore, J. (1998). Welcome to the Experience Economy. Harvard Business Review. 17.4; Pine and Gilmore <i>EE</i> chapter 1.
3	Jan 22. Jan 24.	<i>Aestheticization: The rise of look and feel</i> . Reading and discussion: Postrel, <i>The Substance of Style</i> chapter 2. Pine and Gilmore <i>EE</i> chapter 2. Featherstone, <i>Consumer Culture and Postmodernism</i> Chapter 5*.
4	Jan 29. Jan 31.	<i>A New Market Culture: Managing the Brandscape</i> Reading and discussion: Salzer-Morling (2004) 'Silence of the Brands*'; Thrift, <i>Knowing Capitalism</i> chapter 6*. (SLH convening)
5	Feb 5. Feb 7.	<i>Independent exercise</i> (in groups). Handout on website. Prepare 2-page report for discussion. Reading and Discussion: Williams (1961) 'Advertising: the magic system'. Hutson, 'Advertising is magic', <i>Psychology Today</i> . (SLH convening)
6	Feb 12. Feb 14.	<i>Performance and improvisation</i> (screencast). Student-led presentation and discussion. Lury, <i>Brands</i> Chapter 2*. Pine and Gilmore, <i>EE</i> chapter 7. Thrift, <i>Knowing Capitalism</i> Chapter 7*.
7	Feb 19. Feb 21.	<i>Think Different? Apple. Google.</i> Student-led presentation and discussion. Lefties. Shields (1991) The force of Callas' Kiss*. Fitzsimmons et al. (2008) 'Automatic Effects of Brand Exposure on Motivated Behavior'*
8	Feb 26. Feb 28.	<i>The Interface of the Brand: Nike. Stretchy Pants.</i> Student-led presentation and discussion. Oreos. Lury, <i>Brands</i> Chapter 3*. Paterson (2006) chapter 8. Deadline for Assignment 2 (Reading Report)
9	Mar 5. Mar 7.	<i>Business as Myth-Making: Disney. Oasis.</i> Student-led presentation and discussion. Dream Team. Wasko (2001) 'Challenging Disney Myths*'; Bryman (1999) 'The Disneyization of society'*.
10	Mar 12. Mar 14.	[Spring Recess – No classes this week]
11	Mar 19. Mar 21.	<i>The Starbucks Effect: Glocalization. Don't Swallow Magnets.</i> Student-led presentation and discussion. Point Blank. Klein (2002) <i>No Logo</i> Chapter 6; Thomson and Arsel (2004) 'The Starbucks Brandscape*'; Michelli (2006) <i>The Starbucks Experience</i> Ch 4.
12	Mar 26. Mar 28.	Feel Goods. Group X.
13	Apr 2. Apr 4.	<i>Experiences that Sell: Tourism and Retail. Dutch Masters.</i> Reading and discussion: Pine and Gilmore <i>EE</i> Chapter 9. Howes (2005) 'Hyperaesthesia', <i>Empire of the senses</i> , 281-304*. MacCannell (2002) 'The Ego Factor in Tourism'* Deadline for Assignment 3 (Essay Plan)
14	Apr 9. Apr 11.	<i>Finals.</i> Assignment 4 Overview and Q&A session. Workshop for Assignment 4.
15	Apr 16. Apr 18.	<i>Drop-in Session for Assignment 4</i> (attendance optional) Deadline for Assignment 4 (Final Essay)