



# Marketing Experience Economy

<http://marketingexperience.wikispaces.com>

**COMMRC 1732**

**Marketing Experience Economy**

**Spring Semester 2013**

Tuesday & Thursday 4.00 – 5.15pm CL 139

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1117D Cathedral of Learning

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## **Course Description**

Since the 1970s some economists have been trying to encapsulate what happens to the relationship between consumer and producer when transactions are no longer based on material goods or financial services. In the 'dot com' boom of the early millennium it was clear that a raft of creative and unusual means of addressing and engaging consumers was taking place. This is what economists Joe Pine and James Gilmore termed *The Experience Economy* (1998), and since that time the shift to examining consumer experience has been dramatic, taught within management theory, business schools and tourism and hospitality research. This course critically addresses this stage of late capitalism and considers the new mechanisms through which consumers are addressed. The use of so-called 'sensory marketing' within retail psychology addresses the consumer through both conscious and preconscious means, including smell and tactile cues, whilst Lindstrom's *Brand Sense* (2010) analyzes how the senses affect everyday purchasing decisions, and how the senses can be involved in the creation of brands. Advertising has similarly broadened its range and appeal to the senses, using visual rhetorics to indicate more complex non-visual experiences. From a consumer perspective we will discuss how new forms of experiential marketing, including 'stealth' marketing, combined with social media, affect our attitudes to, and interactions with, branded goods. In addition, we consider the sensory and, increasingly, non-visual ways that our bodies are involved in theme parks, tourism and adventure tourism, from riding elephants in the jungle to bungee jumping and rollercoaster rides. The course will be sustained by regular readings in management theory, consumer research, tourism studies and theories of branding and advertising, along with the use of detailed case studies, class discussions, and student-based projects.

## READINGS AND TEXTS

The main book for this course, which you will be required to buy or have access to:

**Pine & Gilmore, *The Experience Economy: Work Is Theater & Every Business a Stage*. Harvard Business School Press** (you can get this for a few dollars on Amazon secondhand very easily. There is only one edition so far.)

These books will be supplemented with other texts, including:

**Lury, C. (2004) *Brands: The Logos of the Global Economy*. Routledge.**

**Thrift, N. (2005) *Knowing Capitalism*. Sage.**

**Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 9th edition, McGraw- Hill, 2011** (we won't deal with this text directly but it offers a more Communications approach to many ideas covered in the course)

Other chapters from books, journal articles and newspaper articles will be made available through the course Wiki. The course Wiki will be used for online discussion, to post course readings and class handouts sheets, provide advice on assignments, and make announcements. The Course Schedule below covers the basics, but the Wiki in particular is the place to look out for any changes, cancellations and to download readings etc.

### Course Requirements

For the first six weeks we set up the relevant academic contexts to the ideas through an informal lecture on Tuesdays. Subsequently we then apply these academic ideas to a series of detailed case studies of companies and brands through student presentations in groups of 2-3. *There are two suggested readings assigned for each week, and it is expected that every student, no matter whether presenting that week or not, will read at least one of the assigned texts in order to aid discussion.* This will aid not only in-class discussion but also comprehension of the lecture material. Further relevant readings will be indicated in classes and uploaded to the Wiki as the course progresses. When preparing for assignments, including the in-class presentation, you will have to find further academic and non-academic material outside of the suggested readings to bolster your case study.

### Online Tools and Resources

To aid your participation in this class, to circulate readings and facilitate discussions between classes, and also to provide a platform for sharing and uploading your ideas and suggestions, the course Wiki is the main online component for this course. Whilst 'official' information will be available from CourseWeb, more material and more frequent updates will be posted to the Course Wiki, so bookmark/favorite this URL:

**<http://marketingexperience.wikispaces.com>**

Please get into the habit of visiting this site on a regular basis. Resources such as handouts and reading materials will be uploaded here on a regular basis, along with multimedia resources, reading lists etc.

## EVALUATION AND ASSIGNMENTS

**1. Group-based presentation on a topic selected for that week** (20 minutes with 20 minutes discussion, 15%. Complete by April 19th). Groups of 2-3.

**2. Reading report on one of the academic articles listed in the Course Overview** (1500 words, 25%. Complete by February 28. Valid articles marked by asterisk). Either individually or in pairs, in a way that mirrors or contests the ideas presented in the lecture classes.

**3. Essay Plan outlining proposal and methodology for final essay**, a Marketing Case Study for an existing company/brand (2 pages, 10%. Hand in April 4.)

**4. Final essay on an approved topic, building upon previous assignments** (2,000 words, 40%. Hand in on April 16.)

**5. Class Participation** (including attendance and active discussion, 10%)

Handouts will be made available online several weeks in advance of the assignment deadlines, and a portion of preceding classes will address the upcoming assignment.

## COURSE POLICIES

Every assignment described above must be completed in order for you to receive credit for the course. Any non-submission of work automatically generates a “G grade” if you have done most but not all of the work. You cannot simply fail to do an assignment and expect a “0” for it. Since all three assignments feed into each other, this will actually help you achieve a better final essay.

### Course Attendance

This is a fast-moving course with an intensive reading component which will include many in-class exercises and examples. It also involves preparation and activities outside of the classroom, in terms of assignments. *Your full participation is required to get the utmost benefit.* This course also requires the unique perspective that students generally bring to this topic of communication. *You will therefore be required not only to simply attend, but also to contribute to class discussions.* In order to attend and meaningfully contribute towards discussions, you need to budget some time each week for reading and writing. For these reasons, attendance in class is mandatory. For those who turn up regularly and contribute more to class discussions, some extra credit may be provided on a discretionary basis. You will not be graded on attendance *per se*, but a sign-up sheet will be circulated at every class, and I do take note of who is contributing regularly.

### Academic Integrity

Students in this course will be expected to comply with the [University of Pittsburgh's Policy on Academic Integrity](#). Any student suspected of violating this obligation for any reason during the semester will be required to participate in the procedural process, initiated at the instructor level, as outlined in the University Guidelines on Academic Integrity. This may include, but is not limited to, the confiscation of the

examination of any individual suspected of violating University Policy. Furthermore, no student may bring any unauthorized materials to an exam, including dictionaries and programmable calculators.

### **Disabilities**

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and Disability Resources and Services, 140 William Pitt Union, 412-648-7890 or 412-383-7355 (TTY) as early as possible in the term.

### **Email policy in course syllabi**

Each student is issued a University e-mail address ([username@pitt.edu](mailto:username@pitt.edu)) upon admittance. This e-mail address may be used by the University for official communication with students. Students are expected to read e-mail sent to this account on a regular basis. Failure to read and react to University communications in a timely manner does not absolve the student from knowing and complying with the content of the communications. The University provides an e-mail forwarding service that allows students to read their e-mail via other service providers (e.g., Hotmail, AOL, Yahoo). Students that choose to forward their e-mail from their pitt.edu address to another address do so at their own risk. If e-mail is lost as a result of forwarding, it does not absolve the student from responding to official communications sent to their University e-mail address.

### **Changes to the Syllabus**

The assignments for the course will not change, nor will the assigned readings for each class change. However, due to the topic-driven nature of the examples to be discussed in class, and the organic nature of the discussion process, some of the actual content or emphases as outlined in the syllabus may change along the way. For those attending class regularly this will not be a problem.

### **Course Grading Scale:**

Conversion - Percentage value on an assignment to Letter Grade

Percentage Value	Letter Grade	Percentage Value	Letter Grade
100	A+	73-77	C
94-99	A	70-72	C-
90-93	A-	68-69	D+
88-89	B+	63-67	D
83-87	B	60-63	D-
80-82	B-	59 and below	F
78-79	C+		

## COURSE OVERVIEW

#	Dates	Content
1	Jan 8. Jan 10.	<i>Marketing, Experience, Economy</i> . Preparation for the course and overview of assignments. <b>Reading and Discussion:</b> 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> . <b>Reading and Discussion:</b> 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> . <b>Student-led presentation and discussion.</b> 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.	Independent exercise (in pairs). See handout on website. <b>No Class</b> [Einstein Forum]. <b>Reading:</b> Williams (1961) 'Advertising: the magic system'. Hutson, 'Advertising is magic', <i>Psychology Today</i> .
5	Feb 5. Feb 7.	<i>A New Market Culture: Managing the Brandscape</i> <b>Student-led presentation and discussion.</b> Salzer-Morling (2004) 'Silence of the Brands'*; Thrift, <i>Knowing Capitalism</i> chapter 6*.
6	Feb 12. Feb 14.	<i>Performance and improvisation</i> . <b>Student-led presentation and discussion.</b> 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</i> . <b>Student-led presentation and discussion.</b> 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</i> <b>Student-led presentation and discussion.</b> Lury, <i>Brands</i> Chapter 3*. Paterson (2006) chapter 8. <b>Deadline for Assignment 2 (Reading Report)</b>
9	Mar 5. Mar 7.	<i>Business as Myth-Making: Disney</i> <b>Student-led presentation and discussion.</b> 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</i> <b>Student-led presentation and discussion.</b> Klein (2002) <i>No Logo</i> Chapter 6; Thomson and Arsel (2004) 'The Starbucks Brandscape'*; Michelli (2006) <i>The Starbucks Experience</i> chapter 4.
12	Mar 26. Mar 28.	Film. <i>What Would Jesus Buy?</i> (2007) Part I Film. <i>What Would Jesus Buy?</i> (2007) Part II
13	Apr 2. Apr 4.	<i>Experiences that Sell: Tourism and Retail</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'* <b>Deadline for Assignment 3 (Essay Plan)</b>
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) <b>Deadline for Assignment 4 (Final Essay)</b>

- Coca-Cola: history of branding and a standardized commodity (also Pears' soap).
- Ford and automobile industry: selling service contracts, built-in obsolescence, and marketing the experience of driving (also Chevy Volt). Laird (1996) 'The Car without a Single Weakness': Early Automobile Advertising\*', and Featherstone (2004) 'Automobilities'.