



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

1FE604 Business Administration II - Experiential Marketing and Customer Experience Management, 7,5 högskolepoäng

Business Administration II - Experiential Marketing and Customer Experience Management, 7.5 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G1F

Date of Ratification

Approved 2025-06-16.

The course syllabus is valid from autumn semester 2025.

Prerequisites

At least 15 credits within Business Administration, of which 7.5 credits marketing and English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- describe, analyze, and evaluate a company's offer from a customer experience perspective
- develop, implement, and optimize a company's marketing for an integrated customer experience during the whole customer journey
- discuss relationship marketing from a customer experience perspective

- describe and apply entrepreneurship from an effectuation perspective

Content

The course covers the following areas and concepts:

- entrepreneurial thinking from an effectuation perspective
- key changes in Consumer Behaviour
- theoretical underpinnings for customer experience marketing
- a framework for conceptualizing customer experience marketing
- the new experiential marketing mix (7E)
- customer insights and customer experiences during the customer journey
- design of customer experiences, both physical and digital.
- phygital customer experiences

Type of Instruction

The teaching consists of lectures, seminars, and case.

Examination

The course is assessed with the grades A, B, C, D, E or F.

The course is examined through a written examination 4 credits and written group reports that are orally presented on seminars 5 credits.

The grade A constitutes the highest grade on the scale, and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Required Reading and Additional Study Material

Batat, W. *Experiential Marketing - Consumer Behavior, Customer Experience and The 7Es*. Oxon. Routledge. Latest edition. About 250 pages.

Rigamonti, H. *Customer Experience Management på svenska*. Lund. Studentlitteratur. Latest edition. About 200 pages.

Scientific articles. About 100 pages.