

**The Danish School of Media and Journalism**  
**Corporate Communication**  
**Course description**  
**Spring semester 2019**

**Experience Communication**

**5th semester**

**Varighed:** 5 ECTS  
**Graded:** 7-point Scale (A-F)

**Outline**

The course focuses on how to design or facilitate an experience adapted to a given context of time, space and participants. This can be developing an event or analyzing a location or tourist destination in order to improve its performative potential. Students will be introduced to selected theories to describe and strengthen the experiential quality of a product, service or location and will be given tools to plan, execute and evaluate experiences. Relevant institutional, organizational and communicative aspects will be discussed along the way. Students will practice teamwork, give and receive feedback and critically reflect on products and processes.

**Aims**

The primary aims are to:

- Give students an understanding of the development in industries, markets, demographics and consumer expectations which over the last decades has led to the phenomenon called experience economy.
- Introduce students to basic concepts of the field.
- Give students theoretical and methodological models for analyzing and assessing experiences as performative representations of brands, organizations etc.
- Introduce students to tools needed for inventing, planning and adapting a location design and/or event to a given context.

**Learning outcome**

Students will achieve knowledge and understanding of:

- The historical background and future perspectives of experience economy.
- Concepts for analyzing and assessing potential for experience.
- Methods for inventing, planning and evaluating experience.
- Central dilemmas and challenges of managing experience.

**Skills**

Students completing the course should be able to:

- Analyze the potential of developing or improving an experience adapted to a given context.
- Make this experience respect the core values and intention of the participants involved.
- Use relevant concepts to sketch and plan an event or location design for a chosen target audience.

- Foresee practical, strategical and communicational risks in connection with an experience.
- Understand the institutional and organizational framework of a project.

**Learning methods:**

The course is carried out as an interactive workshop. Students are expected to read literature in advance, participate in class discussions, resolve exercises in pairs and groups, make excursions and analyze the performativity of different locations and experiences.

Lectures on central topics, tools and cases will be given, and students will be supervised by the lecturer. Groups are formed to resolve one main assignment during the course. The development of this will be discussed in class, revised along the way and finally presented at the oral exam.

**Literature:**

Andersson, Tommy D. (2007): The Tourist in the Experience Economy. In: Scandinavian Journal of Hospitality and Tourism, vol. 7, no. 1, p. 46-58.

Kelly, Kevin (2016): The Inevitable – Understanding the 12 Forces that will Shape Our Future (Libris Digimemtal), chapter 3 and 12.

Mossberg, Lena (2008): Extraordinary Experiences Through Storytelling. In: Scandinavian Journal of Hospitality and Tourism, vol. 8, no. 3, p. 195-210.

Pine & Gilmore (1999): The Experience Economy – Work in Theatre & Every Business a Stage, chapter 12.

Pine & Gilmore (2013): The experience economy: past, present and future. In: Sundbo & Sørensen: Handbook on the Experience Economy, chapter 2.

Various case material uploaded to the intranet (Moodle).

**Grades and exam:**

Students are expected to attend all classes and other scheduled activities included group work.

Students are tested at an oral group exam on the basis of the main assignment resolved during the course. All students will be graded individually according to the Danish grading system which can be transferred to the national grading system of the individual student (A-F).

## Estimated workload in relation to the Study model

