

**The Danish School of Media and Journalism**  
**Experience Communication - Kommunikationsuddannelsen**

**Course description: Experience Communication**  
**5. semester**  
**Fall 2019**

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

**Outline**

The student will achieve knowledge of how to use experience communication as a tool equal to other management tools and how to measure the effects. The student will also achieve knowledge of experience economy and event management in relations to experience communication. The student will be given tools to plan, execute and evaluate experiences in order to obtain competences in operationalizing experiences in line with strategic communication in organizations and in order to use experience communication in relations to various media and communication methods.

**Methods and form of teaching:**

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 analyse 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.

**Learning Objectives:**

The students will obtain the following during the course:

**Knowledge**

- Knowledge of what experience economy and experience communication is and how and what it can be used for.
- Knowledge of how to define target groups and analysing issues, roles and needs between organizers and audience/users/visitors across different types of experiences and contact points.
- Knowledge of how tool for data analysis and be used and be parts of the analysis of communication before, under and after the event or the experience.

**Skills**

- Skills in identifying and selecting relevant media platforms in relation to a given experience
- Skills in creating specific communication initiative in relation to a given experience
- Skills in setting up and use of digital analysis and visualizing tools in order to justify and evaluate new communication initiatives and their effect

#### **Competencies:**

- Competencies in how to analyse, justify, develop and evaluate an experience based communication initiative when more media, point of contacts types of content are at stake.

#### **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).

#### **Attendance, grades and exam:**

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

Students are tested at an 30 minutes oral group exam on the basis of the main assignment or synopsis compiled in groups of 3-5 students and presented as a 5 minutes pitch.

- The performance of the students will be graded individually by the Danish grading system, which is transferred to the national grading system of the individual student (A-F).
- Internal censorship

### Estimated workload in relation to the Study model:

