

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

**Course description: Experience Communication**  
**5. semester**  
**F21 - Spring semester 2021**

**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.

**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

**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:**

Gram, Nina (2018): *Reaching out with one one one. A case study on how the environment and context affect the audience experience*

Kahneman, Daniel, & Riis, Jason, (?) *Living, and thinking about it: two perspectives on life*, chapter 11 (available online)

Kvistgaard, 2019, *Conceptual background* (ppt.)

Lim & Kim, 2018, *Experience Design Board* (article)

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

Newbury & Farnham, 2013, *Thinking about experience design* (article)

Pine and Gilmore, 2012, *The Experience Economy: past, present and future*, in

Sørensen & Sundbo, 2012, Handbook on the Experience Economy (bookchapter)

Pearce & Zare, 2017, *The Orchestra Model as the basis for teaching tourism experience* (article)

Richards, 2015, *Placemaking*, presentation at Dutch conference

Richards, 2018, *Culture Tourists* (article – prepublishing)

Tracy, Sarah J. (2010): *Qualitative Quality: Eight “Big-Tent” Criterie for Excellent Qualitative Research*. Sage.

Urry & Larsen, 2011, *Places, Buildings and Design* (chapter)

Wyckoff, 2014, *Definition of Placemaking: Four different types* (article)

Ørnbo et al, 2008, *Experience Based Communication*, chap. 2 and 4 (chapters from book)

## **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

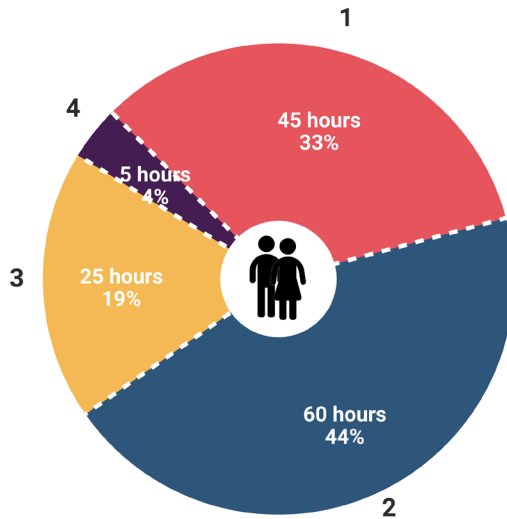
## **Estimated workload in relation to the Study model:**

## The Study Activity Model

### Experience-Based Communication

135 hours in total

5 ECTS points



#### Category 1

The lecturer has primary responsibility for the study activities, and the students have co-responsibility through their preparation and participation. Participation by students and one or more lecturers.

Tuition, where lecturer is present  
Teaching, small assignments

#### Category 2

The lecturer has primary responsibility for defining the learning activities, and the students have primary responsibility for taking an active part in the planned study activities. Participation by students only.

Projects / other assignments  
Work in groups  
May be scheduled  
Lecturer not present

#### Category 3

Students have primary responsibility for the study activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students only.

Individual preparation  
Study groups  
Not scheduled  
Lecturer not present

#### Category 4

Students have primary responsibility for the learning activities, and the lecturer has co-responsibility for ensuring appropriate settings for the activities. Participation by students and one or more lecturers.

Common lectures  
Various event  
May be scheduled  
Lecturer may be present

HBW 29.01.2021