



# **AKTUELLES THEMA: ENGINEERING THE BRAND EXPERIENCE**

## **COURSE OUTLINE**

**PROF. ADAM MILLS, PH.D.**

Assistant Professor of Marketing Loyola University New Orleans

School of Business and Economics

**TIME** Research Area | Service and Technology Marketing (**STM**)

Contact: Heiko Holz | [heiko.holz@time.rwth-aachen.de](mailto:heiko.holz@time.rwth-aachen.de)

MARCH 2018

## 1 COURSE OVERVIEW

Course Name:	Aktuelles Thema: Engineering the Brand Experience
Degree Programmes:	1. M.Sc. BWL (PO 2013) 2. M.Sc. WiWi (PO 2014) 3. M.Sc. Wilng (PO 2015):
Lecturer:	Prof. Adam Mills, Ph.D.
Contact:	Heiko Holz (heiko.holz@time.rwth-aachen.de)
Location and Time:	Week 29, 2018 (16/07/2018-20/07/2018) Room t.b.a.
Content Description:	Brand experience comprises the cumulative sensations, feelings, thoughts and behaviors evoked by the collective of a consumer's interactions with the brand. This course explores several brand touchpoints including product and service offerings, identity, reputation, communications, environments, and customer journeys. Engineering the brand experience goes beyond designing products or delivering services and relates to leveraging and managing opportunities to increase customer value across a variety of touchpoints simultaneously. The goal of experience engineering is fourfold: to create memorable and repeatable experiences for customers, to maximize the brand value equation, to position the brand via premium differentiation, and to create sustainable competitive advantages against competition.
Qualification Objectives:	This course – Engineering the Brand Experience – explores the intersection and management of the multiple elements of a customers' brand experience, including sensory, affective, intellectual and behavioral offerings. Through both theory and case example, we will explore brand experiences from a variety of perspectives across numerous B2C industries. The ultimate purpose of this course is to train students to either create or identify opportunities for value creation through innovative marketing management and creative business model design. This course is designed for students who plan to pursue management in consumer-facing (B2C) organizations and would be particularly beneficial for those entering service-dominant industries.
Course Examination:	1. Individual Classroom Performance (35%) 2. Case Study & Seminar Presentation (groups) (40%) 3. Ing the Thing (groups) (10%) 4. Experience Mapping (groups) (15%)
Participation Requirements:	Solid command of English Attendance throughout the course
Group Size:	20 participants (max)
Type of Teaching Event:	Compact seminar
Language:	English
Credits:	5

## 2 Schedule

Masters level should explore brand experiences from a variety of perspectives across numerous B2C industries. To accomplish this, the course will combine a theoretical background with multiple case example.

### **Monday July 16, 2018**

Preparation: Please read and prepare to discuss the seven assigned Harvard case studies.

### **Tuesday July 17, 2018**

- Morning: Branding & Storytelling
- Brand Agility & Positioning
  - Case Study: Marketing James Patterson
- Afternoon: Co-Creating the Experience
- Case Study: Marquee – The Business of Nightlife
  - Syllabus and Course Introduction
  - Teamwork on Experience Engineering Seminars

### **Wednesday July 18, 2018**

- Morning: Expectations & Perceptions of the Brand Experience
- Case Study: Threadless – The Business of Community
  - Case Study: Shouldice Hospital
- Afternoon: Experience Mapping
- Customer Journey Mapping Exercise & Presentations

### **Thursday July 19, 2018**

- Morning: The Elements of Experience (I)
- Case Study: Starbucks Coffee
  - ING the Thing Exercise
- Afternoon: The Elements of Experience (II)
- ING the Thing Presentations
  - Case Study: El Bulli
  - Teamwork on Experience Engineering Seminars

### **Friday July 20, 2018**

- Morning: Giving & Taking – Ownership of the Brand Experience
- Case Study: Harley Davidson
- Afternoon: Experience Engineering Case Seminars

### **Friday, July 27, 2018**

12:00 noon Experience Engineering Case Studies Due

**Note: All dates are mandatory.**

This course will be managed via the e-learning platform L2P. All lecture slides, student presentation slides and readings will be deposited here. In addition, we will communicate all important pieces of information (e.g. group allocation, room changes) only via L2P. It is hence essential for you to sign up for our L2P course.

### **3 EVALUATION MODE**

All lectures, discussions, oral presentations and written term papers will be in English language. The final grade is composed of four elements:

1.	Individual Classroom Performance	35%
2.	Case Study & Seminar Presentation (groups)	40%
3.	Ing the Thing (groups)	10%
4.	Experience Mapping (groups)	15%

Please note that all elements need to be passed to successfully complete the course.

**We hope you will enjoy the course and look forward to working with you!**