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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

EXPERIENCE CREATION TEACHING GUIDE 2024-25

GENERAL DETAILS

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| Course Title: | Experience Creation |
| Code: | 801433 |
| Academic year: | 2024-2025 |
| Degree title: | Master's Degree in Marketing Technologies |
| Number of credits (ECTS): | 5 |
| Place in the scheme of studies: | 1 st Semester |
| Date of last revision: | July 2024 |
| Professor Responsible: | PhD. Pablo Rial González Prof. Milena Perozo Gutiérrez Prof. Pilar Yépez Molina |

1. GENERAL DESCRIPTION

The purpose of the Experience Creation course is to introduce students to the essential concepts and advanced techniques for designing and managing exceptional customer experiences, as well as to provide a comprehensive view of their application in various business contexts. This course provides the knowledge necessary to manage innovative and customer-centric experiences.

This comprehensive approach prepares students to transform the way companies interact with their customers, developing professionals capable of designing experiences that make a difference, managing the experience and being able to measure its impact in order to make adjustments.

2. OBJECTIVES

At the end of the course the student will be able to:

- Know and master the main technological trends and emerging tools, with the objective of building innovative customer experiences (CX) that respond to future market demands.
- Explore experiential marketing strategies and measure customer satisfaction, fostering customer-centric innovation and empowering the role of staff as generators of positive and memorable experiences.
- Develop skills in the design and implementation of customer experience processes, enabling effective participation in transdisciplinary projects and improving resource efficiency in diverse business contexts.

3. CONTENTS

TOPIC 1. CUSTOMER EXPERIENCE (CX) FUNDAMENTALS AND CUSTOMER-CENTRIC APPROACH

Learning Outcomes

Students should be able to:

- Distinguish the essential concepts of customer experience (CX) and the importance of a customer-centric strategy.
- Identify the characteristics of customer-centric companies and their impact on customer loyalty and satisfaction.

Contents

- 1.1. Definition and evolution of customer experience (CX).
- 1.2. Principles of the customer-centric approach.
- 1.3. Characteristics of customer-centric companies.

TOPIC 2. EXPERIENCE MARKETING

Learning Outcomes

Students should be able to:

- Explain the phases of product development and how customer experiences are integrated into each phase.
- Design effective experience marketing strategies based on customer needs and expectations.
- Identify and apply best practices from real cases of successful experience marketing.

Contents

- 2.1. Experiences during the different phases of product development.
- 2.2. Experience development
- 2.3. Experience management
- 2.4. Case studies of experiences.

TOPIC 3. TOOLS FOR THE CREATION OF CUSTOMER EXPERIENCE

Learning Outcomes

Students should be able to:

- Apply emerging tools and technologies to design innovative customer experiences.
- Implement solutions based on artificial intelligence and automation to improve customer experience.
- Apply gamification and storytelling techniques in experience design.

Contents

- 3.1. Benchmarking and comparative analysis.
- 3.2. Emerging technologies in the creation of customer experiences.
- 3.3. Design and rapid prototyping tools.
- 3.4. Artificial intelligence solutions.
- 3.5. Gamification and interactive storytelling techniques.

TOPIC 4. CUSTOMER JOURNEY

Learning Outcomes

Students should be able to:

- Explain the customer journey and identify key touch points.
- Design and optimize each stage of the customer journey to improve the customer experience.
- Implement customer journey improvements based on customer insights and data analysis.

Contents

- 4.1. Concept and components of the customer journey.
- 4.2. Customer journey mapping: tools and techniques.
- 4.3. Optimization of key touch points.
- 4.4. Use of data and insights to improve the customer journey.

TOPIC 5. MEASURING AND EVALUATING CUSTOMER SATISFACTION

Learning Outcomes

Students should be able to:

- Establish competencies in measuring and evaluating customer satisfaction using various tools and techniques.
- Gather and use the data collected to make continuous improvements in customer experiences.

- Implement a continuous feedback system to ensure the quality and effectiveness of the experiences.
- Evaluate the current state of customer experience in a company.

Contents

- 5.1. Methods and tools for customer experience diagnosis.
- 5.2. Tools and techniques for measuring customer satisfaction.
- 5.3. Data analysis and key metrics.
- 5.4. Continuous feedback systems.

4. TEACHING AND LEARNING METHODOLOGY

It is based on participative expository classes complemented with reading in advance of the different topics. Class practices and homework are expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course there will be activities such as problem solving, participation in debates and case resolution.
- Practical class of resolution, with the participation of the students, of practical cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the professor.

5. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

$$\text{FG} = \text{Final Exam Grade} \times 40\% + \text{Continuous Assessment Grade} \times 60\%$$

The minimum grade for the final exam to calculate the FG will be 40 points out of 100. The subject is passed with a final grade equal to or greater than 50 points out of 100.

| Activity type | Description | % Continuous assessment | |
|----------------------|-----------------------------|-------------------------|------|
| Course work: | | | 50 % |
| Case study | Individual task | 30% | |
| Final project | Customer experience project | 50% | |
| Project presentation | In class presentation | 20% | |
| Test: | | | 10% |
| Test | Test in class | 100% | |
| Final exam: | | | 40 % |
| | Final exam | 100% | |

6. BIBLIOGRAPHY

- Osterwalder, A. (2015). *Diseñando la propuesta de valor: Cómo crear los productos y servicios que tus clientes están esperando* (M. Meneses Vilar, Trad.). Deusto.
- Pennington, A. (2016). *The customer experience book: How to design, measure and improve customer experience in your business*. Pearson.
- Schmitt, B. H. (1999). *Experiential marketing: How to get customers to sense, feel, think, act, and relate to your company and brands*. Free Press.
- Smith, K., & Hanover, D. (2016). *Experiential marketing: Secrets, strategies, and success stories from the world's greatest brands*. Wiley.
- Walter, E., & Gioglio, J. (2014). *How to use visuals, videos, and social media to market your brand*. McGraw Hill.
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