

MINOR BRAND EXPERIENCE & EVENT DESIGN

STUDY LOAD & ECTS: study burden 840 hours; 30ECTS

CONTENT AND CONTEXT:

In this minor students will learn how to design brand experiences and events that not only allow (future) customers to experience what the brand is about, but encourage those customers to engage with the brand and ultimately fall in love with this brand. Students will become an expert at creating brand ambassadors and brand fans, driving brand awareness and long-term brand performance through a customer-centric strategy. The focus in this minor is on the use of brand experience and brand events as a strategic marketing tool for the building of brand equity.

Branding and brand communication has shifted from transaction-oriented marketing to customer relationship marketing. The power and value of a brand are in the minds and hearts of the customers! Today's consumers are looking more and more for authenticity and above all want to experience. People often forget what a brand says or does, but they remember how a brand makes them feel. Brands need to engage with their customers to form unique connections and to secure their affections.

Experience marketing adds emotional value to a brand, touching the heart of the target group and encouraging them to take action. Empathizing with your (target) customers and putting the customer needs at the heart of your design, is key to creating meaningful experiences. On the other hand, brand marketers should really understand the core identity of their brand. They need to search for the soul in their brand, their brand essence or brand DNA. It is this intangible concept that makes customers relate to your brand and that sets your brand apart from the competitors.

During the minor you will work on challenges and assignments according to the principle of 'learning by doing'. The design thinking model is a useful tool that will be used to design customer centric events and experiences. Lecturers and field experts will provide you with input, inspiration and feedback to support your learning experience. During the entire minor, intensive team coaching is provided.

LEARNING OBJECTIVES

During the minor, students will learn to

- Design and create meaningful experiences or events around the core values of a brand,
- appropriate to the positioning of the brand and distinctive from the competition,
- resulting in interaction between brand and target group,
- enhancing long-term loyalty and emotional bonding,
- ensuring brand performance and build brand equity.

COURSES & SUBJECTS

The programme takes place during one semester and includes following courses, workshops and subjects:

- Experience marketing & experiential marketing
- Event marketing

- Destination marketing
- Customer centric marketing
- Branding & Brand Strategy
- Market Research & Creative Research
- Design thinking & prototyping
- Creativity & Innovation

Please note that the programme reflects a (logical) bundle of courses/subjects and should normally be followed as such. It is not possible to combine (two or more) programmes in one single period.

PROGRAMMATIC ASSESSMENT – 30ECTS

This minor has been designed and developed based on so-called programmatic assessment. Programmatic assessment is a holistic approach that looks at the entire development of the student. The main focus is the student's learning and multiple moments of assessment over a longer period of time lead to a pass/fail decision. During the entire minor students will put together an individual portfolio consisting of completed assignments and challenges, and feedback from peers, experts and teachers, in which the student demonstrates that he/she has acquired the necessary competences, knowledge and skills. This individual portfolio serves to determine whether the student has met the desired learning outcomes. As such, there is no decision moment based on a single assessment; the decision is made based on rich information on the student.