



<b>Code - Course</b>	<b>481102 – Experience industry</b>				
<b>Type</b>	Basic training			<b>Year</b>	1 <sup>st</sup>
<b>Thematic Area</b>	Business			<b>Credits</b>	6 ECTS
<b>Professor in charge of the course</b>			Glòria Sanmartín Antolín		
<b>In-class</b>	60 hours	<b>Teacher-led</b>	40 hours	<b>Individual</b>	50 hours

## BRIEF COURSE DESCRIPTION

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The subject "Experience Industries" provides students with a deep and detailed understanding of the factors that influence the customer's perception of the value that a product or service offers. This aspect is crucial to ensure customer loyalty and business sustainability.

In the first part of the course, students are introduced to the entertainment industry, defining its scope and exploring its main sectors such as music, sports, festivals and cultural events. In addition, the economic and social impact of these industries is analyzed, providing an essential contextual framework for the study of customer experience.

The course delves into the definition of customer experience, linked to how a company relates to its customers in all aspects of the customer journey (purchase, use, post-use).

It highlights the importance of customer experience for the entertainment industry, underlining its cross-cutting role that affects the entire organization. The Customer Journey is examined, including service encounters, key moments, and Touchpoints.

This customer-centric approach is crucial to designing experiences that not only meet functional but also emotional needs, thus ensuring greater satisfaction and loyalty.

Essential elements for effective customer experience management are addressed, such as experience culture, team leadership and commitment, coordination, collaboration and cohesion, transparency and communication, and the creation of an empathetic environment. In addition, it discusses performance measurement techniques and continuous improvement, which are fundamental to maintaining and improving the quality of the experiences offered.

Finally, structures and functions in event management are studied, and experience management and quality management are differentiated. Techniques for creating memorable moments (WoW Moments) are explored, highlighting their importance for differentiation in a competitive market.



## LEARNING OUTCOMES

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The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M01C2- Recognize the potential of the market and the experience industry in a national and international context.

M01S3- Recognize the importance of the role of corporate culture.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC06, TH01, TH07, TH08, TH09, TS03, TS04, TS05, TS08, TS09, TS11, TS12*. They are all available for consultation [in this link](#).

## ACADEMIC CONTENTS

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1. Introduction to the entertainment industry.

- 1.1. Definition and Scope of the Entertainment Industries.
- 1.2. Main Sectors: Music, Sports, Festivals and Cultural Events...
- 1.3. Economic and social impact.

2. Definition and relevance of the customer experience.

- 2.1. Definition of Customer Experience.
- 2.2. Importance for the experience industry.

3. The customer at the center of the experience

- 3.1. Customer Journey.
- 3.2. Service Encounters and Key Moments.
- 3.3. Touchpoints.

4. Key Organizational Elements

- 4.1. Experience Culture.
- 4.2. Team Leadership and Commitment.
- 4.3. Coordination, collaboration, and cohesion.
- 4.4. Transparency and communication.
- 4.5. Empathetic Environment.
- 4.6. Results Measurement and Continuous Improvement.

5. Keys to experience management

- 5.1. Structure and Functions in Event Management.
- 5.2. Experience Management vs. Quality Management.
- 5.3. Creation of Memorable Moments (WoW Moments).



## LEARNING METHODOLOGY

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The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

See details of activities in the evaluation system section.

## ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline <sup>1</sup>
Activity 1	Individual	10%	20%	2 <sup>nd</sup> week
Activity 2	Group	40%	-	January 2025
Activity 3	Individual	10%	20%	Week before the exam
Final Exam	Individual	40%	60%	Exam Week
<b>Total</b>		<b>100%</b>	<b>100%</b>	

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<sup>1</sup> The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### **Revision and Reassessment of the Course**

The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

### **REFERENCES**

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Rosenbaum, R. (2017). *Customer experience: The heart and soul of profitable customer relationships*. Wiley.

Schmitt, B. H. (2016). *Experiential marketing: How to get customers to buy into your brand*. Wiley.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics, and Management Strategies. *Journal of Retailing*, 85(1), 31–41. <https://doi.org/10.1016/j.jretai.2008.11.001>

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Wolf, J., Niederhauser, V., Marshburn, D., & LaVela, S. (2021). Reexamining "Defining Patient Experience": The human experience in healthcare. *Patient Experience Journal*, 8(1), 16–29. <https://doi.org/10.35680/2372-0247.1594>

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**COURSE CONTENT**  
*Specific Degree in Marketing,  
Events and Entertainment*  
Year 2024/25