



INTERNATIONAL SUMMER SCHOOL 2023

SYLLABUS

Academic year 2022/2023



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Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

Additional information

For details about study programmes offered by EM Normandie please contact:

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International Summer School 2023

COURSE TITLE	Experiential Marketing and Influence in a Phygital World		
Catchy phrase	<i>"Experiencing hybrid spheres of influence"</i>		
Session and Campus	PARIS CLICHY from 17 to 27 July 2023		
Teaching delivery	On campus, attendance mandatory		
Workload (1h = 60 min)	30 class-hours + Independent learning hours	ECTS credits	6
Professors	<p>Full name Yonathan S. ROTEN - Marketing professor - ysroten@em-normandie.fr</p> <p>Olivier KOVARSKI- Marketing professor - okovarski@em-normandie.fr</p> <p>Cindy LAROMIGUIERE - Social media speaker - claromiguere@em-normandie.fr</p>		
Pre-requisite(s) for attending the course	To facilitate understanding, students should have basic notions of sales and communication, consumer behavior and social media. No additional knowledge is required.		
Learning goal(s)	<ul style="list-style-type: none"> ▪ Raise students' awareness of the key role of influence in Marketing and Sales. ▪ Teach participants how consumers are influenced during their decision process. ▪ Develop open-mindedness about new approach in marketing. ▪ Illustrate theories through simulations and examples drawn from various sectors. ▪ Improve performance through digitalization by using a transformation initiative. 		
Learning objective(s)	<ul style="list-style-type: none"> ▪ To understand the concept of influence in marketing, sales interactions and social media ▪ To understand what interpersonal influence is both in social media and in sales and service interactions. ▪ To train managers and decision-makers in the field of experiential and sensory marketing. ▪ To highlight the components that generate WOM. ▪ To present a marketing approach which develop positive WOM. ▪ To change consumer behaviour using influential online strategies. ▪ To create socially influencing systems and manage social media accounts. 		
Learning outcome(s)	Participants should be able to: <ul style="list-style-type: none"> ✓ To know when and how to apply the main theories of influence. ✓ To define a differentiated experiential marketing strategy ✓ To implement influencer communication and trigger positive WOM for their brand ✓ To create transformative online strategies and lead their target audience in a desire direction ✓ To design technology-driven tactics for consumer engagement and apply change methods and tool to improve user experience using insights from behavioural and neuroscience. 		
Course description	Contents: <ol style="list-style-type: none"> 1) Interpersonal influence: rational or irrational predictability? From social psychology, non-verbal communication into phygital service Theoretical ground, practical workshop, and simulation 		



International Summer School 2023

	<p>2) Digital influence Interruption marketing and characteristics of modern-day influencers</p> <ul style="list-style-type: none"> - Partner with the right social media influencer and desired audience - Team bonding activity: Escape Game on social media influencers - Outreach strategy development (case study) - <p>3) Social Influence</p> <ul style="list-style-type: none"> - Word-of-mouth <ul style="list-style-type: none"> o Theoretical ground, case studies and exercises o triggers: motivations, brand relationship and marketing mix o Group activity: students will be asked to design an event that generates positive word-of-mouth for a brand - - Measuring success <ul style="list-style-type: none"> o Measure ROI o Social media case analysis o Group activity : UK fitness brand GYMSHARK <p>4) Emotional Influence: Experiential Marketing in a phygital world From sensory marketing to phygital extension - Theoretical Ground Field exercise explanation and preparation Report Preparation</p>	
Evaluation criteria	Continuous assessment: 60% - Exercises, simulations, case studies (by group)	Final assessment: 40% - Written or/and Video work and presentation (by group)
Recommended readings	<ul style="list-style-type: none"> ▪ Antéblan, B., Filser, M. and Roederer, C., 2013. Consumption experience in retail environments: A literature review. <i>Recherche et Applications en Marketing (English Edition)</i>, 28(3), pp.82-109. ▪ Ariely, D., 2010. <i>Predictably Irrational: The Hidden Forces that Shape our Decisions</i>, New York, 2nd edition, Harper Collins. ▪ Backaler, J. and Shankman, P., 2018. <i>Digital influence</i>. Macmillan. ▪ Badot, O. and Lemoine, J.F., 2013. From the dichotomous paradigm of the shopping experience to the ubiquitous paradigm. <i>Recherche et Applications en Marketing (English Edition)</i>, 28(3), pp.3-13. ▪ Batat, W., 2019. <i>Experiential marketing: Consumer behavior, customer experience and the 7Es</i>. Routledge. ▪ Berger, J., 2013, <i>Contagious: Why Things Catch On</i>. Simon & Schuster; 1st edition ▪ Berger, J., 2014, Word of mouth and interpersonal communication: A review and directions for future research, <i>Journal of Consumer Psychology</i> 24, 4 (2014) 586–607. ▪ Brown, D. and Hayes, N., 2008. <i>Influencer marketing</i>. Routledge. ▪ Brown, D. and Fiorella, S., 2013. <i>Influence marketing: How to create, manage, and measure brand influencers in social media marketing</i>. Que Publishing. 	

International Summer School 2023

- Cialdini, R. B. (1994). Interpersonal influence. In S. Shavitt & T. C. Brock (Eds.), *Persuasion: Psychological insights and perspectives* (pp. 195–217). Allyn & Bacon.
- Glenister, G., 2021. *Influencer Marketing Strategy: How to create successful influencer marketing*. Kogan Page Publishers.
- Roten, Y.S. and Vanheems, R., 2022. To share or not to share screens with customers? Lessons from learning theories. *Journal of Services Marketing*, (ahead-of-print).