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MODULE DESCRIPTOR

Module Title

Lifestyle Consumption and Experience Economies

Reference	BS4294	Version	4
Created	April 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

This module aims to examine the field of experience management and its emergence in relation to the growth of lifestyle consumption.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically examine the emergence of the experience economy and its implication for a relevant subject area
- 2 Critically discuss lifestyle consumption within a relevant subject area and setting
- 3 Critically discuss factors influencing consumer behaviour within an experience economy
- 4 Apply core concepts of experience and lifestyle to a subject specific case study

Indicative Module Content

The experience economy, lifestyle, experiential marketing, luxury branding, symbolic consumption, rationalization, authenticity and hyper-reality, performance and performativity, globalisation, subculture, postmodernism

Module Delivery

Key concepts will be introduced through a series of lectures. Students will discuss contextualized concepts in tutorials underpinned by student-developed case studies. Learning will be supported via directed readings.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4
 Description: Individual Written Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 Andrews, H. and Leopold, T., 2013. *Events and the social sciences*. Routledge.
- 2 Best, S., 2009. *Leisure studies: themes and perspectives*. Sage.
- 3 Longhurst, B., Smith, G., Bagnall, G., Crawford, G. and Ogborn, M., 2016. *Introducing cultural studies*. Taylor & Francis.
- 4 Miles, S., 2001. *Social theory in the real world*. Sage.
- 5 Pine, B.J. and Gilmore, J., 2011. *Experience economy*. 2nd ed. Boston: Harvard Business School.