

## MODULE DESCRIPTOR

### Module Title

Lifestyle Consumption and Experience Economies

Reference	CB4294	Version	1
Created	January 2020	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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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.