

## MODULE DESCRIPTOR

### Module Title

Lifestyle Consumption and Experience Economies

Reference	CB4294	Version	2
Created	February 2024	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	April 2024	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

This module engages with the following content: the experience economy, lifestyle, experiential marketing, luxury branding, symbolic consumption, rationalization, authenticity and hyper-reality, performance and performativity, globalisation, subculture, postmodernism. It engages students with UNESCO'S Education for Sustainable Development Systems Thinking, Critical Thinking , Collaboration and Self-Awareness competencies in terms of recognising and understanding relationships between ideas, reflecting on our ideas, behaviours and the perception of others, critiquing wider social and cultural practices, understanding the needs, perspectives and actions of others, and facilitating collaborative and participatory problem solving in class discussion and debate.

### 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**

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