

Albert Laurence School of Communication Arts, Research Committee 2020

Creative work manuscript

1. Creative Work Name

The Class of Experience

2. Name of designer

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3. Background or significant of the project

Due to the COVID-19 outbreak since the middle of February 2019, all classes have been conducted in online channels. During the first few weeks of this change, both lecturers and students experienced various technical problems that caused difficulties in learning. After several weeks passed while the technical difficulties have been gradually resolved, but students have become less motivated. Some students reported that they lacked focus when they inevitably needed to study in online channels during this period. This resulted in ineffective learning outcomes. Therefore, a guideline for instructors to enhance a class experience with a nourishing relationship between lecturers and students are necessary for the remainder of this pandemic period.

4. Project objectives

1. To initiate the application of marketing communication concept to educational practice
2. To develop a conceptual guideline for online teaching that will result in better experience and relationship between students and lecturers

5. Concept

The assumption and initiative idea of this project are that teaching and marketing have certain shared characteristics. Marketing emphasizes the study of how to generate expected consumer behaviors while education is about instructing learners' cognitive and behavioral outcomes with satisfaction, which can be compared to consumer behaviors from a marketing perspective. Consumer experience can thus be compared to a student's learning experience in a class. Therefore, this creative work

selects the concept “**Strategic experiential modules (SEMs)**” developed by Bernd Schmitt (1999) which has been widely used by numerous experiential marketing researchers for the last two decades. SEMS concept proposes that there are 5 different types of consumer experience which are 1) sensory experiences (SENSE) 2) affective experiences (FEEL) 3) creative cognitive 4) experiences (THINK) 5) physical experiences, behaviors and lifestyles (ACT) and 5) social-identity experiences (RELATE). Marketers who understand how to strategically enhance these different types of experiences tend to obtain better results in marketing efforts in terms of satisfaction and brand loyalty. This creative work believes that these 5 types of experiences should be acknowledged by lecturers to enhance students’ experience as well.

6. Process of design works

- 1) Review the article “Experiential Marketing” written by Bernd Schmitt (1999)
- 2) Observe students’ behaviors during online classes
- 3) Create an online survey about online class experience and obtain data for subsequent analysis
- 4) Create the design work with the collaborative result from the review of the academic article, observation, and the survey results

7. Material and techniques of design work

Design the artwork in Canva. Layout and design are adjusted.

8. Picture of design work

9. Knowledge after finish produce design work

In terms of academic value, this creative work shows that strategic experiential modules (SEMs) which is originated in a marketing field can be interestingly applied to the education field. In terms of the result of the research embedded this artwork, the experience of an online class that most students need is not about more class interaction such as more activities or more discussion with lecturers and classmates. They need more lecturers’ understanding of their feelings and diverse home

environments that cause inconvenience of a real-time online class. Lecturers need to understand the different needs and conditions of students and design different teaching methods with flexibility and adaptability. The real relationship in online classes hence does not always mean more interaction via online media but it means more understanding of feelings and be able to deliver the experience that suits the various types of students' living environment. The keywords retrieved from this research results have been illustrated in this creative work.