

Omnichannel Experience Design

Cycle /Year	Master
Courses in scope	Master in Business Management Master in Commercial Sciences Master in Business Engineering Advanced Master
Mandatory or optional	Optional
Total course hours (program)	72h
Actual teaching hours	36h
ECTS credits	5
Teaching language	English
Semester	2

Learning environment

ICHEC Brussels Management School is one of Belgium’s leading business schools, offering a wide range of management programs across undergraduate, graduate, and executive education. These programs are delivered in both daytime and evening formats, addressing the needs of diverse learner profiles.

ICHEC provides long-cycle higher education at university level and is committed to developing responsible, globally minded managers equipped to navigate complex business environments. Its identity is grounded in a clear vision, mission, and set of core values.

<https://www.ichec.be/en/about-ichec>

ICHEC is a department of the Haute École “ICHEC-ECAM-ISFSC”.

Position of the course in the program

This course is part of the Master program (Level 7 of the European Qualifications Framework).

It is delivered in English and is part of the **Marketing Strategy & Activation track (Track 2)**.

It focuses on the design, orchestration, and optimization of customer experiences across channels, enabling students to translate strategic marketing objectives into actionable, integrated execution.

While the course builds on foundational knowledge in marketing, customer behavior, and data-driven approaches, it is designed as a standalone strategic module that equips students with the frameworks and tools required to manage complex omnichannel ecosystems.

General Course Objectives

The objective of this course is to provide students with a comprehensive understanding of how to design, orchestrate, and manage omnichannel customer experiences in dynamic and complex environments.

The course emphasizes the integration of customer-centric design, channel strategy, content governance, and organizational capabilities to deliver seamless, consistent, and high-impact experiences across all touchpoints.

Students will develop the ability to move from fragmented channel management to **coherent, scalable, and strategically aligned omnichannel systems**, independently of specific analytical tools or prior technical modules.

Learning Outcomes

In terms of knowledge

- Understand the principles of customer journey design and experience architecture
- Master omnichannel strategy frameworks and channel ecosystem dynamics
- Understand personalization strategies and their technological and regulatory implications
- Identify key drivers of customer experience performance and engagement
- Understand content governance and cross-functional coordination mechanisms
- Analyze the organizational and transformation challenges of omnichannel implementation

In terms of skills

- Design customer journeys using advanced mapping techniques (journey mapping, service blueprinting)
- Define and prioritize channel strategies based on business objectives and customer segments
- Orchestrate cross-channel interactions and optimize sequencing
- Develop scalable personalization strategies leveraging data and AI
- Structure content governance and editorial ecosystems
- Measure and optimize omnichannel performance using appropriate KPIs and dashboards
- Design and implement omnichannel transformation roadmaps

Course Content

1. Customer Journey Architecture & Experience Design

- Advanced journey mapping (jobs-to-be-done, service blueprinting)
- Friction and value point identification
- Moments of truth modeling (ZMOT, FMOT, TMOT)
- Design thinking applied to customer experience
- Behavioral personas and empathy mapping

2. Channel Strategy & Media Ecosystem

- Strategic channel role modeling (owned, earned, paid, shared)
- Online/offline arbitrage and complementarity
- Channel prioritization by objectives and segments
- Attention economy and cross-channel budget allocation
- Channel synergy and cannibalization

3. Cross-Channel Orchestration & Sequencing

- Next-best-action and trigger-based journeys
- Interaction timing and sequencing optimization
- Customer fatigue and pressure management
- Real-time behavioral signal integration
- Cross-functional coordination (marketing, sales, customer service)

4. Strategic Personalization at Scale

- Hyper-personalization vs mass personalization
- Dynamic and behavioral segmentation
- AI and machine learning-driven personalization

- Personalization governance (GDPR, ePrivacy)
- Data ethics and transparency

5. Content Governance & Editorial Ecosystem

- Modular and scalable content architecture
- Editorial governance and workflows
- Content lifecycle management (DAM, taxonomy, versioning)
- Integrated commercial and regulatory content strategies
- Localization and cultural adaptation

6. Experience Measurement & Omnichannel Performance

- Customer experience metrics (CXQ, CES, NPS) vs engagement metrics
- Omnichannel dashboards and performance tracking
- Multi-touch attribution models
- Customer experience ROI and brand equity impact
- Voice of customer and feedback loops

7. Strategic Omnichannel Design & Organizational Transformation

- Omnichannel integration roadmaps
- Organizational models and governance (centers of excellence, squads)
- AI and automation in journey orchestration
- Change management and team acculturation
- Omnichannel maturity models and KPIs

Contribution to the Program Learning Goals

The course contributes to the Master's program competencies through:

2.1 & 2.3 – Critical Thinking

By analyzing complex customer journeys and multi-channel ecosystems using data and structured reasoning.

3.2 – Designing Desirable Futures

By leveraging advanced frameworks and emerging technologies to design innovative and customer-centric experiences.

4.1 & 4.4 – Decision-Making

By defining omnichannel strategies and using performance metrics and dashboards to support decision-making.

4.5 – Responsible Management

By integrating ethical considerations related to personalization, data usage, and customer experience.

5.5 – Strategy Execution

By translating strategic vision into actionable omnichannel roadmaps and operational plans.

7.4 – Collaboration

By fostering cross-functional coordination across “marketing, sales, and customer service teams”.

Teaching Methods and Materials

Courses are delivered in a lecture format.

They aim to:

- Combine theoretical frameworks with practical applications
- Combine theory with real-world applications
- Use case studies and industry examples
- Develop critical and strategic thinking
- Encourage interaction and discussion
- Simulate real-life decision-making contexts

Students will work both individually and in groups.

Materials include:

- Comprehensive slide decks
- Case studies
- Frameworks and tools for journey design and orchestration

All materials will be made available via Moodle.

Assessment Methods (suggested)

- Written exam
- Contribution to the Track 2's integrative business case and Applied assignments

Indicative Bibliography

Key references will be provided in the course materials, including:

- Academic literature on omnichannel marketing
- Industry frameworks & reports
- Real World Business case

Recrutement process :

- Send your CV motivation letter for the **30th of May**, at honore.sebahire@ichec.be ; with the communication « **Omnichannel Experience Design** ».
- The selected candidates will be interviewed at l'ICHEC Brussels Management School
- For mor information, you can contact marieisabelle.muninger@ichec.be.