



Course syllabus

School of Business and Economics

Department of Marketing

1FE122 Sinnesmarknadsföring för inrednings- och butikskommunikatörer, 7,5 högskolepoäng

Sensory Marketing for Interior Decorators and Visual Merchandisers, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2013-12-10

The course syllabus is valid from autumn semester 2014

Prerequisites

30 credits from the programme in Interior Decoration and Visual Merchandising, including basic courses in marketing 7.5 credits or the equivalent.

Objectives

After completing the course, the student is expected to be able to:

- discuss and analyse how the terms “customer perception” and “sensory perception” can be perceived in theory and in practice, from both a business and consumer perspective
- describe the components of an analysis model for how consumer and sensory perceptions can be applied and developed within a business
- describe, apply and analyse the five stages included in an analysis of consumers' customer and sensory perceptions
- identify, describe and analyse how customer and sensory perceptions can form the basis of a company's marketing in both the short and long term
- develop and propose marketing strategies for customer and sensory perceptions in both goods and service producing companies
- discuss and problematise what separates sensory marketing from traditional marketing of goods and services on consumer markets

Content

The course comprises:

- sensory marketing and customer perceptions, their importance for businesses and consumers in the binary society
- individualisation as a lifestyle and the importance of the brand from both a business and consumer perspective
- the importance of mass marketing and relationship marketing (CRM) theories in relation to sensory marketing as terms and conceptual framework
- sensory expressions, sensations and sensory perceptions related to the human brain and the five senses
- perception as an expression of the human senses, form and the multi-sensory brand experience

Type of Instruction

The course consists of lectures, workshops and project work in the form of a field study. Active participation is required in workshops, where plans and assignments are discussed and presented throughout the course. Participation in the various workshops linked with the project work is obligatory. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Examination is done via project work in groups and individual take-home exams. Active participation during obligatory workshops is also required in order to pass the course.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Students that do not pass reports can complement after consultation with the examiner.

Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

Required Reading and Additional Study Material

Mandatory Literature

Hultén, B. & Broweus, N. & van Dijk, M. (2011). *Sinnesmarknadsföring*. Malmö: Liber. ISBN 978914709650. 198 pages.

Schmitt, B. (2003). *Customer Experience Management – A revolutionary approach to connecting with your customers*. New Jersey: John Wiley & Sons. 250 pages.

Underhill, P. (2009). *Why We Buy – The Science of Shopping*. New York: Simon & Schuster. 300 pages.

Scientific articles within Sensory Marketing. 100 pages.