



Course syllabus

School of Business and Economics
Department of Marketing

1FE608 Business Administration II - Sensory Marketing, 7,5
högskolepoäng

Business Administration II - Sensory Marketing, 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 2018-06-14

The course syllabus is valid from spring semester 2019

Prerequisites

Business Administration I 30 credits, or at least 15 credits completed courses from Business Administration I and english 6/B or the equivalent.

Objectives

After completing the course the student should be able to:

- account for how sensory cues impact on a consumer's perception and evaluation of products and services
- explain the impact of sensory cues on purchase behaviours.
- analyze the cognitive, emotional and behavioral impact of sensory cues on consumer experience.
- analyze a business situation and develop sensorial strategies to impact on purchase behaviour and brand image

Content

The course contains:

- the five human senses
- sensory cues and sensations
- physical and psychological processes of sensory perception
- emotions and consumer behavior
- multi-sensory brand experience
- sensorial strategies

Type of Instruction

The teaching consists of lectures, workshops, seminars and cases. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through an individual written exam, a written report and presentation as well as opposition of case during seminars.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Required Reading and Additional Study Material

Required reading

Krishna, A. *Customer Sense: How the 5 Senses Influence Buying Behavior*. UK: Palgrave Macmillan. Latest edition. About 190 pages.

Scientific articles. About 200 pages.

Additional study material

Case studies. About 50 pages.