



Course syllabus

School of Business and Economics
Department of Marketing

1FE667 Sensoriskt märkesskapande, 7,5 högskolepoäng
Sensory Branding, 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 2018-11-14

The course syllabus is valid from spring semester 2019

Prerequisites

Marketing 7.5 credits or the equivalent, as well as English B/6 or the equivalent.
Exception Swedish B.

Objectives

After completing the course, the student should be able to:

- understand how sensory cues impact on a consumer's perception and evaluation of products and services
- understand the cognitive, emotional and behavioral impact of sensory cues on brand experiences and brand love
- explain the importance of sensory branding in creating brand equity
- analyse a business situation and develop brand sensorial strategies to generate brand equity by using a design thinking approach

Content

The course includes:

- sensory cues and sensations
- multi-sensory brand experiences
- sensorial brand strategies
- brand love
- brand equity
- design thinking

Type of Instruction

The teaching consists of lectures, workshops, seminars and cases. Compulsory element consisting of workshops and seminars 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 a written exam (digital) and a case.

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. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from 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 module 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

Scientific articles. About 300 pages.

Case studies in the field of sensory branding.