



## Course syllabus

Faculty Board of Business, Economics and Design  
School of Business and Economics

2FE905 Företagsekonomi III - Sinnesmarknadsföring, 7,5  
högskolepoäng

Business Administration III - Sensory Marketing, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

First Level

### **Progression**

G2F

### **Date of Ratification**

Approved by the Board of the School of Business and Economics 2010-11-12

Revised 2011-12-09. Revised due to translation into English

The course syllabus is valid from autumn semester 2011

### **Prerequisites**

Business Administration 1-60 credits, including Marketing, whereof at least 22.5 credits Marketing or equivalent.

## Expected learning outcomes

Sensory Marketing

On completion of the course, students should be able to:

- discuss and analyse how the concepts customer, and sensory, experiences can be determined in both theory and practice from both business and consumer perspectives;
- account for the components that are included in an analysis model concerning the ways in which customer, and sensory, experiences can be applied and developed in a business;
- describe, apply and analyse the five steps that are included in an analysis of consumers, customer, and sensory, experiences;
- identify, describe and analyse how customer, and sensory, experiences can form the basis for a business's marketing in both short and long-term;
- develop and suggest marketing strategies for customer and sensory experiences in both goods and service producing businesses;
- discuss and problematize what it is that distinguishes sensory marketing from

traditional marketing of goods and services on consumer markets.

## Content

- Sensory marketing and customer experiences; their importance for business and consumers in the binary society;
- Individualisation as a lifestyle and the brand's importance from both a business and consumer perspective
- The importance of mass and micro marketing theories (CRM) in relation to sensory marketing as a concept and mindset;
- Sensory expressions, sensations and sensory experiences related to the human brain and the five senses;
- The experience concept as an expression for the human senses, character and the ultimate sensory experience;

## Type of Instruction

The course runs as a distance course via a web-study platform and/or via distance studio. Students work from home (or at the studio) with obligatory assignments on the computer. Assignments are presented and commented on through electronic communication, among other things.

Teaching is in Swedish.

## Examination

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

The course is examined through individual written examinations and through papers written in groups, as specified in course instructions. Examination also include oral presentation in a professional manner. Active participation in mandatory seminars is required for a pass grade.

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.

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Results are graded using one of the terms Passed with distinction, Pass or Fail, and AF according to the ECTS scale.

## Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated to the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous evaluation during the course or oral communication with the students, can occur and is encouraged in order to secure continuous quality improvement.

## Required Reading and Additional Study Material

Obligatory literature

Hultén, B. , Broweus, N. och van Dijk, M. (2008). *Sinnesmarknadsföring*. Malmö: Liber. 183 p. ISBN 978-91-47-08710-5

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

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

Schuster

Selected scientific articles

Reference literature

Bryman, A & Bell, E. (2005). Företagsekonomiska forskningsmetoder. Malmö: Liber ekonomi.