



Course syllabus

School of Business and Economics

Department of Marketing

2FE906 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 School of Business and Economics 2014-10-29

The course syllabus is valid from autumn semester 2015

Prerequisites

Business Administration I-II, 60 credits, whereof at least 22.5 credits Marketing or equivalent.

Objectives

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

- discuss and analyse how the concepts customer and sensory experiences can be perceived in theory and practice from a business and a consumer perspective
- 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

The course contains:

- 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 consists mainly of self-studies. Students continuously work with different assignments. The course demands that students have access to a computer and internet.

Examination

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

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 course/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

The course is examined through individual written examinations and written papers.

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

Obligatory literature

Hultén, B. , Broweus, N. och van Dijk, M. *Sinnesmarknadsföring*. Malmö: Liber. Latest edition. About 180 pages.

Schmitt, B. *Customer Experience Management – A revolutionary approach to connecting with your customers*. New Jersey: John Wiley & Sons. Latest edition. About 240 pages.

Underhill, P. *Why We Buy – The Science of Shopping*. New York: Simon & Schuster. Latest edition. About 300 pages.

Scientific articles about 150 pages.

Reference literature

Bryman, A. & Bell, E. *Företagsekonomiska forskningsmetoder*. Malmö: Liber ekonomi. Latest edition. About 750 pages.