



Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

2FE906 Företagsekonomi III - Sinnesmarknadsföring, 7,5
högskolepoäng

2FE906 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 2014-10-29

Revised 2022-12-05 by School of Business and Economics. Change of department.
The course syllabus is valid from spring semester 2023

Prerequisites

Business Administration 60 credits, where of at least 22.5 credits Marketing, or the equivalent.

Objectives

After completing this course the student 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

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator. The teaching consists of (ange form för undervisning). The course requires access to a computer and the internet. No compulsory meetings on campus are included.

Examination

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

The course is examined through a written examination (4.5 credits) and a written reports (3 credits).

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. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of

which the content fully, or partly, corresponds to the content of this course: 2FE505, 2FE506 and 2FE905 with 7.5 credits each.

Required Reading and Additional Study Material

Required reading

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.