



**Master course „Sensory Marketing“
Summer semester 2019**

LGW: Marketing III: Perspektiven des Lebensmittelmarketings

BWL: V 3-5 (E) Ausgewählte Fragen des Marketings

Spöko: D-3: Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre

This summer semester 2019 the Chair of Business Administration III – Marketing and Consumer Behavior offers the course „**Sensory Marketing**“, which will be held by Professor Dipayan Biswas from University of South Florida in Tampa (<http://www.usf.edu/business/contacts/biswas-dipayan.aspx>).

The purpose of this course is to provide master-level coverage of the key concepts in the domain of sensory marketing. A blend of underlying theoretical principles as well as practical implications will be emphasized. For each topic the latest research and current business practices along with discussions for potential trends for future research and business practices will be covered. Overall, this course will allow students to develop insights and ideas for best practices in the domain of sensory marketing.

In an intensive learning environment, Professor Dipayan Biswas teaches the most important aspects of sensory marketing. The course content is complemented by small working groups as well as small presentations. There will be an individual preparation time of approximately 10 hours before the course and additional group work during the course, which has to be prepared outside the course hours. The course language is English. The exam must be written in English as well.

Target Group:

This course is primarily directed towards master students in Food & Health Sciences and students of the specialization Marketing & Services (in particular Business Administration and Sport, Business & Law, Engineering Sciences). Master students of other master programs are very welcome upon consultation.

Dates (times are expected):

- Wednesday, 3rd of July 2019 from 9.00 a.m. to 6.00 p.m.
- Thursday, 4th of July 2019 from 9.00 a.m. to 6.00 p.m.

Rooms will be announced at Campus Online in due course. Please note that the dates are already in the first week of the exams. The absence from the course for other exams is possible. Please let us know in advance when you are going to write an exam during the course time.

Registration:

Binding registration takes place via CampusOnline according to the first-come-first-served principle. If you are unable to register via CampusOnline, please contact Larissa Diekmann (larissa.diekmann@uni-bayreuth.de). Here as well, the first-come-first-served principle applies. Please note that this course is designed for small groups in order that the number of participants is strictly limited. Therefore, there will be two registration and de-registration periods:

First registration and de-registration period (only for students of Food & Health Science):

- from Monday, 20th of May 2019, 8.00 a.m. to Friday, 24th of May 2019
- 15 free spaces will be available

Second registration and de-registration period (for students of Food & Health Science and all other students):

- From Monday, 27th of May 2019, 10.00 a.m. to Sunday, 2nd of June 2019
- 5 free spaces will be available
- If there should still be free spaces available after the first registration and de-registration period, these spaces will be assigned to all other students in the second registration and de-registration period

There will be a waiting list for the second registration phase.
Registration via CampusOnline is obligatory.

Please note that with your registration for the course "Sensory Marketing" in CampusOnline, you are automatically registered for the main exam "Sensory Marketing".

Crediting:

- Food and Health Science: credit for Marketing III: Perspektiven des Lebensmittelmarketings
- Business Administration: credit for V 3-5 (E) Ausgewählte Fragen des Marketing
- Sport, Business & Law: credit for D-3: Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre
- Other master programs upon consultation

For questions regarding the course "Sensory Marketing", please contact Larissa Diekmann (larissa.diekmann@uni-bayreuth.de).