



**Master course „Sensory Marketing“
Summer semester 2021**

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 2021 the Chair of Business Administration III – Marketing and Consumer Behavior offers the course „**Sensory Marketing**“, which will be held by Prof. Dr. Felipe Reinoso-Carvalho (f.reinosoc@uniandes.edu.co) from the University of Los Andes (Colombia).

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.

Course Description and Justification:

Sensory marketing refers to marketing that appeals to our senses (seeing, hearing, touching, smelling and tasting). Hence, in this course, we are going to apply the theory of the five basic senses in marketing. Here, we not only approach to each sense individually, but we look for to understand how the brain combines the information from all the senses, where each sense can have an effect over the other sense (as in a multisensory context). Students will be invited to think of sensory marketing not only as a tool to differentiate from the competition, but also as a way to influence customers, regardless if they are aware of it or not.

Companies that are able to foresee the future trends ahead of the competition, are likely to be the most successful ones. In this context, appealing to consumers' sensory levels, regardless if they are aware of it or not, is becoming an important factor to marketing success and may become even more relevant in the future as research continues to uncover additional evidence that can be used to nudge consumers toward a certain product. In this course, we will contextualize multisensory perception in marketing, while thinking of the senses as a way to strategically influence customers in different contexts. The students will acquire tools in order to frame sensory elements as having strong managerial relevance, since they can non-consciously influence behaviors and because they are relatively easy to change.

Objectives of the course:

- The students will learn the theory of the five basic senses in the context of marketing.
- The students will be able to use the theory of multisensory marketing as strategic knowhow during managerial decisions.

Methodology of the course:

This course is mostly virtual and a-synchronic. Students will have access to the content mostly by means of pre-recorded sessions. A few classes will also be conducted by means of live sessions (either virtually or physically, depending on context). The course will be balanced between theory and practice. Besides the master classes being provided students will have to read scientific papers and popular press. Students will also have to work in groups, while developing cases and research in the context of learning-by-doing.

Dates and Schedule (times are expected):

- 07th - 18th of June 2021
- 28th of June - 09th of July 2021

A detailed schedule will be announced later, but you should calculate approx. 2 hours working time on the respective days.

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 Regina Vogler (regina.vogler@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, 3rd of May 2021, 9.00 a.m. to Friday, 7th of May 2021
- 15 free spaces will be available

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

- From Monday, 10th of May 2021, 9.00 a.m. to Sunday, 16th of May 2021
- 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.

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 Regina Vogler (regina.vogler@uni-bayreuth.de)