



**Master course „Sensory Marketing“
Winter semester 2022/23**

LGW: Marketing III: Perspektiven des Lebensmittelmarketings

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

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

MeKuWi: B-6, C-6, D-6.2: Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre

This winter semester 2022 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 must 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, Media and Cultural Studies). Master students of other master programs are very welcome upon consultation.

Dates (times are expected):

- Wednesday, 26th of October 2022 from 1.00 pm to 4.00 pm
- Thursday, 27th of October 2022 from 9.00 am to 6.00 pm
- Friday, 28th of October 2022 from 9.00 am to 1.00 pm

Rooms will be announced at Campus Online in due course. 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 Timo Koch (timo.koch@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:

Registration and de-registration period:

- From Monday, 26th of September 2022, 8.00 am to Sunday, 23rd of October 2022

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". After the 23rd of October a de-registration is no longer available.

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
- Media Culture and Media Economy: credit for B-6. C-6 oder D-6.2: Veranstaltung aus dem Fächerkanon der Betriebswirtschaftslehre
- Other studies upon request

For questions regarding the course "Sensory Marketing", please contact Timo Koch (timo.koch@uni-bayreuth.de).