



**Master course „Sensory Marketing: Implications for Humans, AI, and Robots “
Winter semester 2023/24**

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 2023/24, the Chair of Business Administration III – Marketing and Consumer Behavior offers the course „**Sensory Marketing: Implications for Humans, AI, and Robots**“, which will be held by Professor Dipayan Biswas from the University of South Florida in Tampa (<http://www.usf.edu/business/contacts/biswas-dipayan.aspx>).

This course aims to provide master-level coverage of the key concepts in the domain of sensory marketing and to focus on how sensory cues take on different meanings in the contexts of AI and robots. A blend of underlying theoretical principles as well as practical implications will be emphasized. The latest research and current business practices will be covered for each topic, along with discussions of potential trends for future research and business practices. Overall, this course will allow students to develop insights into best practices in the domain of sensory marketing and derive ideas for implications for Humans, AI, and Robots from it.

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, 31st of January 2024, from 1.00 pm to 4.00 pm
- Thursday, 1st of February 2024, from 9.00 am to 6.00 pm
- Friday, 2nd of February 2024, from 9.00 am to 1.00 pm

Please note that this is only the tentative schedule of course times. Rescheduling within the week of 29.01.2024- 02.02.2024 is still possible.

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.

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" and registration, please contact Lisa-Marie Merkl (lisa-marie.merkel@uni-bayreuth.de)