



# **AKTUELLES THEMA: SENSORY MARKETING**

## **COURSE OUTLINE**

**PROF. DIPAYAN (DIP) BISWAS, PH.D.**

Professor of Marketing, University of South Florida

School of Business and Economics

**TIME** Research Area | Service and Technology Marketing (**STM**)

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## 1 COURSE OVERVIEW

Course Name:	Aktuelles Thema: Sensory Marketing
Degree Programmes:	1. M.Sc. BWL (PO 2013) 2. M.Sc. WiWi (PO 2014) 3. M.Sc. Wilng (PO 2015):
Lecturer:	Prof. Dipayan (Dip) Biswas, Ph.D.
Contact:	Moritz Jörling ( <a href="mailto:joerling@time.rwth-aachen.de">joerling@time.rwth-aachen.de</a> )
Location and Time:	See preliminary schedule
Content Description:	<p>Sensory Marketing is emerging as a powerful tool for companies to influence customer experiences and purchase behaviors. Sensory marketing refers to marketing activities appealing to our senses (of visual, auditory/hearing, haptics/touch, olfactory/smelling, and gustatory/tasting). An interesting aspect of sensory marketing is that it influences customer behavior subliminally with customers often being unconscious about its influence. For example, Singapore Airlines uses a signature scent in its cabin that has a relaxing effect on its passengers without passengers being consciously aware of it. One of the largest restaurant chain, headquartered in the US, recently conducted an experiment where they found that changing the dimness/brightness of the ambient light in the restaurant changed what types of foods customers ordered. A major grocery store in Sweden found that changing the ambient music changed the types of items bought at the store. Mercedes, BMW, and Audi spent significant amounts of money to determine the optimal sound made by their car doors when they are shut. As all these examples highlight, sensory marketing can be a powerful and important strategic tool for companies.</p> <p>Along with influencing customers, sensory marketing is also becoming an important source of competitive advantage and competitive differentiation. Hence, companies are heavily investing in sensory marketing strategies.</p>
Qualification Objectives:	Upon successful completion of this course, students will be able to get key insights into the topic domain of sensory marketing. Students should gain basic understanding of how sensory marketing might influence consumer behavior and how companies use principles of sensory marketing as a marketing tool and as a source of competitive advantage. Students will also have insights into the role of sensory marketing in influencing atmospherics and even eating behaviors.
Course Examination:	1) Project Work: 50% (in Groups of 3-4 Students) 2) (In-class) Presentation: 50%
Participation Requirements:	Solid command of English Attendance throughout the course
Group Size:	20 participants (max)
Type of Teaching Event:	Compact seminar

Language:	English
Credits:	5

## 2 Schedule

The purpose of this course is to provide Masters 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, we will cover the latest research and current business practices along with discussions for potential trends for future research and business practices. Overall, this course will allow students to develop insights and ideas for best practices in the domain of sensory marketing.

**The table below depicts the preliminary schedule:**

Lecture	02/05/2017	03/05/2017	04/05/2017	05/05/2017
09:00 – 17:00 Room: t.b.a.	Session 1	Session 2	Session 3	Session 4

**Note: All dates are mandatory.**

This course will be managed via the e-learning platform L2P. All lecture slides, student presentation slides and readings will be deposited here. In addition, we will communicate all important pieces of information (e.g. group allocation, room changes) only via L2P. It is hence essential for you to sign up for our L2P course.

## 3 EVALUATION MODE

All lectures, discussions, oral presentations and written term papers will be in English language. The final grade is composed of two elements:

- |                        |            |
|------------------------|------------|
| (1) Project Work       | 50 percent |
| (2) Oral presentations | 50 percent |

Please note that both elements need to be passed if the course is to be passed.

**We hope you will enjoy the course and look forward to work with you!**