

ENGLISH – SYLLABUS (SPECIALTY)					
<b>SUBJECT:</b>  <b>SENSORY MARKETING</b>					
<b>Studies: Management</b> 1 cycle studies Management Specialty: Psychology in Business			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	-	30	<b>3</b>
<b>Course description:</b> Sensory Marketing is a specialized field focusing on understanding and leveraging human senses to create impactful marketing experiences. This program delves into the intricate relationship between sensory perception, consumer behaviour, and marketing strategies. The curriculum begins by exploring how the human senses—sight, sound, smell, taste, and touch—interpret stimuli in marketing contexts. Students learn how sensory stimuli influence emotions, cognition, and decision-making processes, shaping consumer preferences and behaviors. The program emphasizes the practical application of sensory techniques in marketing. Students learn to strategically integrate sensory elements, such as music, visuals, scents, textures, and tastes, to create compelling brand experiences that resonate with consumers. Consumer psychology is a significant focus area, analysing how sensory cues impact consumer perceptions and purchasing decisions. Moreover, students develop multisensory brand strategies, understanding how to create cohesive and memorable brand experiences by stimulating multiple senses simultaneously. The curriculum also covers the evaluation of sensory marketing effects, utilizing data analytics and consumer research to measure the effectiveness of sensory-driven campaigns on brand engagement and consumer responses. Cross-cultural influences on sensory perceptions and responses are explored, considering how cultural differences shape sensory preferences and experiences in diverse consumer segments. Additionally, the program emphasizes ethical considerations in employing sensory marketing techniques, ensuring that marketing practices respect consumer preferences, privacy, and well-being. The course is filled in with many case studies and practical examples of sensory marketing problems, so it should be interesting for all those students who are eager to deal with marketing issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding Sensory Perception: To explore how human senses perceive and interpret stimuli in marketing contexts.</li> <li>2. Applying Sensory Techniques in Marketing: To learn to utilize sensory elements effectively to enhance brand experiences and influence consumer behavior.</li> <li>3. Studying Consumer Psychology: To analyze how sensory stimuli impact emotions, preferences, and purchasing decisions of consumers.</li> <li>4. Developing Multisensory Brand Strategies: To create holistic brand experiences by integrating various sensory elements in marketing campaigns.</li> <li>5. Evaluating Sensory Marketing Effects: To assess the effectiveness and impact of sensory marketing strategies on consumer perceptions and brand engagement.</li> <li>6. Exploring Cross-Cultural Sensory Influences: To understand how cultural differences influence sensory perceptions and responses in marketing.</li> <li>7. Adopting Ethical Practices: To emphasize ethical considerations in using sensory marketing techniques respecting consumer well-being and preferences.</li> </ol>					



Teaching the functions and role of sensory marketing for contemporary market entities, developing skills in solving sensory problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on sensory marketing problems. Training of social competences related to collective problem solving and preparing and introducing all stages of sensory marketing in contemporary world.

#### **COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** – n/a

#### **The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

#### **Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please remember to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

#### **Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

#### **Course overview:**

*Sensory Marketing is a specialized field focusing on understanding and leveraging human senses to create impactful marketing experiences. This program delves into the intricate relationship between sensory perception, consumer behaviour, and marketing strategies. The curriculum begins by exploring how the human senses—sight, sound, smell, taste, and touch—interpret stimuli in marketing contexts. Students learn how sensory stimuli influence emotions, cognition, and decision-making processes, shaping consumer preferences and behaviors. The program emphasizes the practical application of sensory techniques in marketing. Students learn to strategically integrate sensory elements, such as music, visuals, scents, textures, and tastes, to create compelling brand experiences that resonate with consumers. Consumer psychology is a significant focus area, analysing how sensory cues impact consumer perceptions and purchasing decisions. Moreover, students develop multisensory brand strategies, understanding how to create cohesive and memorable brand experiences by stimulating multiple senses simultaneously. The curriculum also covers the evaluation of sensory marketing effects, utilizing data analytics and consumer research to measure the effectiveness of sensory-driven campaigns on brand engagement and consumer responses. Cross-cultural influences on sensory perceptions and*

*responses are explored, considering how cultural differences shape sensory preferences and experiences in diverse consumer segments. Additionally, the program emphasizes ethical considerations in employing sensory marketing techniques, ensuring that marketing practices respect consumer preferences, privacy, and well-being.*

**Main topics:**

1. Introduction to Sensory Marketing: Understanding Human Perception
2. The Role of Senses in Consumer Behavior
3. Utilizing Visual Elements in Sensory Marketing: Sight and Brand Perception
4. Auditory Stimuli in Marketing: Sound and Emotional Connections
5. Olfactory and Gustatory Sensory Influences in Branding
6. Tactile and Haptic Marketing: Enhancing Consumer Experiences
7. Evaluating the Effectiveness of Sensory Marketing Campaigns
8. Cross-Cultural Perspectives in Sensory Marketing

**Literature**

**Main texts:**

1. Krishna, Aradhna - "Customer Sense: How the 5 Senses Influence Buying Behavior" - Palgrave Macmillan - 2018
2. Spence, Charles - "Gastrophysics: The New Science of Eating" - Penguin Books - 2018
3. Hultén, Bertil, Broweus, Nueno, Michael J. - "Sensory Marketing: Theoretical and Empirical Grounds" - Routledge - 2019
4. Lindstrom, Martin - "Brand Sense: Sensory Secrets Behind the Stuff We Buy" - Simon & Schuster - 2018
5. Krishna, Aradhna - "Sensory Marketing: Research on the Sensuality of Products" - Routledge - 2018
6. Velarde, Martha - "Sense and Respond: How Successful Organizations Listen to Customers and Create New Products Continuously" - Harvard Business Review Press - 2019

**Additional required reading material:**

1. Smit, Edith G., Hekkert, Paul - "Design for Experience: Where Technology Meets Sensory Perception" - Routledge - 2018
2. Scherer, Klaus R., Clark-Polner, Elizabeth - "Understanding the Science of Emotions: Empathy and the Brain" - Wiley - 2019

**Rules of the exams on subject (Assessments)**

Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....

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