

COURSE TITLE : Luxury Sensory Marketing (+ Merchandising)

COURSE NUMBER :

CREDITS : 3

PREREQUISITE :

ECTS CREDITS : 6

OFFERED : SPRING& WINTER

SEMESTER HOURS : 45

COURSE DESCRIPTION :

The objective of this course is to give students an understanding of why companies are moving towards creating sensory ‘worlds’ for their brands and understand how the ability to offer sensory experiences that appeal to several or all of the five senses: vision, feel, taste, sound and smell can increase brand impact. By engaging multiple senses, the emotional connection with consumers will be stronger and last longer.

Students will understand how the focus on communications and positioning cannot afford to be dissociated from the experience of the product, and how a brand’s value is linked to the sensory experience customers have with the brand and its sales environment

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies. Students are expected to thoroughly read text materials and participate in class discussion. Topics will include :

- the holistic approach to a brand
- creating sensory brand worlds
- sensory marketing from beauty, food and drinks to products and services
- store layout and location
- inventory
- sales
- controls
- buying and selling
- the socioeconomic characteristics of luxury and fashion retailing.

EVALUATION :

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.