

*Marketing Seminar
Winter 2023/24*

Literature Research Seminar: Making Sense of Sensory Marketing

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"Why does wine taste better in a wine glass than in a water glass? Why is an ad showing a piece of cake more engaging when the fork is placed to the right of the cake? Why does the smell of cinnamon make a heating pad seem to work better?" (N.N. 2015, n.p.) These and similar questions are increasingly fascinating to both researchers and practitioners. Guided by the understanding that our sensory perceptions play a substantial role in our decision-making, even without conscious awareness, researchers and practitioners show growing interest in exploring sensory marketing.

Krishna (2012, p. 333) defines sensory marketing as "marketing that engages the consumers' senses and affects their perception, judgment and behavior." No matter whether a conscious attempt of marketers or a seemingly random result of environmental factors, sensory stimuli have been shown to affect consumers in a multitude of ways. In this seminar, we strive to make sense of the highly relevant and growing field of sensory marketing.

For that, we will dive deep into both the fundamental and also the latest published research on sensory marketing. For some students, this will involve looking at theoretical approaches from marketing and related disciplines, such as psychology, and others will look at research from natural science, such as neurophysiology. Yet other students will examine sensory marketing research's methodological approaches to establish causal relationships between sensory cues and relevant consumer behaviors.

As a participant in this seminar, your tasks are to write and present a systematic literature review on one of the predetermined research topics that will be allocated to you. While we will attempt



to match your interests with the available research topics, we cannot guarantee that you will receive the topic of your choice as each topic is only available for one individual student.

As an integral part of the seminar, we will have several guest lectures by renowned sensory marketing researchers and practitioners. We expect you to participate in and prepare for those guest lectures.

The literature research seminar will end with a final presentation of the student's research results.

Learning Objectives

The main objective of this seminar is to improve your academic writing skills. Furthermore, you will get to know one research topic very well. After participating in this seminar, you will be able to effectively summarize and categorize literature related to a specific topic, translate academic findings into practical implications, and derive future research opportunities. Moreover, you will train your communication and presentation skills.

Seminar Requirements

The seminar consists of two **mandatory** parts that need to be completed individually by each participant.

1. Writing a seminar paper of 15 pages (66% of the final grade)
2. Presenting (20 minutes) the seminar paper (34% of the final grade)

Both parts have to be passed separately to get the final grade. Active participation during in-person events is required. Students who pass this seminar will receive **12 credit points** (equivalent to about 360 working hours of total workload) in the Marketing Major.

Organizational Matters

- How to apply? Please follow the MCM application process for seminars via the homepage.
- Please note that submissions of papers and presentations after the submission deadline will not be accepted.
- The number of students for this seminar is restricted to max. 20 students.
- For specific questions, please contact Nadine Eckel (n.eckel@uni-muenster.de).





Preliminary timetable

What?	When?	Where?
Kick-off meeting (incl. presentation of topics)	Mid-November	in person
Selection of preferred topics	Mid-November	Learnweb
Workshop: Writing Literature Reviews + Assignment of topics	Mid-November	in person
Hand-in deadline for paper	Mid-February	
Hand-in deadline for presentation	Late February	
Presentations	Late February	in person

During the course of the seminar, you can schedule individual meetings with your supervisor if you have any questions. Each participant will receive a time budget from which the meeting time will be deducted. You will coordinate the meetings directly with your supervisor.

References

Krishna, Aradhna (2012), "An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior," *Journal of Consumer Psychology*, 22 (3), 332–51.

N.N (2015), "The Science of Sensory Marketing", (accessed April 3, 2023), [available at <https://hbr.org/2015/03/the-science-of-sensory-marketing>].