



Course	Using All Your SENSES – Multisensual Marketing with WOOD
Location	Salzburg University of Applied Sciences DHBW Mosbach
Department / Program	Virtual Wood University
Semester	Semester 3-6
Type	Voluntary
ECTS Credits	5
Workload	150 total hours
Time of Exam(s)	Several tasks, no explicit exam
Kind and duration of Exam(s) / Assignment(s)	<p>1st aTask: Preparation of an Overview of modern and common wooden fassade materials or</p> <p>1st b Task: Trendscouting – Modern Materials and Colours in Furniture and Interior Design in your country</p> <p>2rd Task: Tactile Surface Testing- you will have to do tactile tests with 20 persons in your surrounding (preferred students)</p> <p>3th Task: A smell survey</p> <p>4th task: find some special smoking recipes for cooking</p> <p>5th tasks: find and publish good multisensual marketing examples in Forum 1</p>
Grading	<p>1st task forms 30% of final course grade</p> <p>2nd task forms 50% of final course grade</p> <p>3rd task forms 15% of final course grade</p> <p>4th taks forms 5%of final course grade</p> <p>To pass the course with positive grade all four tasks must be completed</p> <p>5th task is voluntary but interesting</p>
Learning Methods	This module consists of seminar-style learning, readings, lectures, tutoring sessions, independent study, group discussion, group work and web based learning methods like Podcasts, Video-communication based lectures (Zoom, Microsoft Teams, etc.), Learning Management Systems (like Moodle), Cloud storage, etc.).
Prerequisite(s)	Basic knowledge in Marketing is needed
Successive Course	
Learning Outcomes	<ul style="list-style-type: none"> - Students learn how to address all five senses of customers in marketing concepts - Students will realize the potentials of Multisensual Marketing for Forest Products - Students will learn the obstacles and difficulties of Market Research in an applied Context -
Readings	To come soon...

<p>Summary of Content</p>	<p>Introduction</p> <ol style="list-style-type: none"> 1. Introduction Best Practice Examples 2. First Sense The Eyes Application of Multisensual Marketing Exterior – For fassade systems Application of Multisensual Marketing Interior – Trends in Furniture and Interior Design 3. Second Sense – The Ears 4. Third Sense – The Nose 5. Fourth Sense The Skin 6. Fifth Sense The Tounge
<p>Organisation of the course</p>	<p>The vision is the exchange of knowledge in between the partner countries. The forums are a good place for discussing the topics – if you would like, we could also start online-discussion rounds.</p>