

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	感官行銷			學年/學期 Academic Year/Semester	115/1
課程名稱(英文) Course Name in English	Sensory Marketing				
科目代碼 Course Code	IB_M0270	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/夏締青				
先修課程 Prerequisite					
課程描述 Course Description					
This course introduces students to the key concepts, theoretical frameworks, and contemporary research developments in sensory marketing and multisensory consumer behavior. It adopts an interdisciplinary perspective by integrating insights from consumer psychology, neuroscience, and marketing to understand how sensory stimuli shape consumer perception, evaluation, emotions, and decision-making. The course covers the role of individual sensory modalities, such as visual, auditory, olfactory, tactile, and gustatory cues, as well as multisensory integration in influencing product experiences, brand judgments, and marketplace behavior. Particular emphasis is placed on the strategic application of sensory marketing in areas such as branding, product and packaging design, retail atmospherics, and emerging digital consumption environments including virtual and AI-mediated experiences. In addition to conceptual foundations, the course engages students with contemporary academic research, methodological approaches for studying sensory effects, and real-world case contexts, enabling them to critically evaluate existing knowledge and develop research ideas relevant to modern marketing practice and scholarship.					
課程目標 Course Objectives					
The course aims to introduce students to the theoretical foundations of sensory marketing and to develop a comprehensive understanding of how sensory cues influence consumer perception, emotions, and behavior. It seeks to enhance students' ability to critically analyze academic research in the sensory marketing domain and to train them in designing experimental studies relevant to consumer behavior. In addition, the course focuses on applying sensory marketing principles to key managerial contexts, including branding, product design, retail atmospherics, and emerging digital consumption environments.					
圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated					
授課進度表 Teaching Schedule & Content					
週次Week	內容 Subject/Topics				備註Remarks
1	Introductory Class				
2	Documentary Class				
3	Key frameworks and research domains				
4	Multisensory Integration in Consumer Perception				
5	Visual Marketing				
6	Haptic Marketing				
7	Documentary Class				

8	Olfactory Marketing / Sound and Sonic Branding	
9	期中考試週 Midterm Exam	
10	Holiday: Sports Day	
11	Taste and Food Perception	
12	Multisensory Branding / Sensory Retail Environments	
13	Documentary Class	
14	Packaging and Product Design /AI and Sensory Marketing	
15	Luxury and Sensory Perception / Digital and Virtual Sensory Experiences	
16	Project Presentation	
17	期末考試週 Final Exam	

彈性 教學 規劃 Flexible Teaching Plan	請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.): ☒ 問題討論 Problem-based Discussion ☐ 翻轉教學 Flipped Classroom ☐ 展演實作 Performance / Practical Presentation ☐ 校外參訪Off-campus Visit ☐ 講座活動 Lecture / Seminar ☐ 線上作業 Online Assignments ☐ 自主學習 Self-directed Learning ☐ 課業輔導Academic Support ☐ 實驗操作 Experiment Operation ☐ 遠距教學(同步) Distance Learning (Synchronous) ☐ 遠距教學(非同步) Distance Learning (Asynchronous) ☐ 其他(請填寫) Others (Please specify.): 備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.
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教學策略 Teaching Strategies

- ☒ 課堂講授 Lecture ☒ 分組討論 Group Discussion ☐ 參觀實習 Field Trip
- ☒ 其他 Miscellaneous: Case discussion and research paper presentations

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- ☒ 問題導向學習 (PBL) ☒ 團體合作學習 (TBL) ☒ 解決導向學習 (SBL)
- ☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs

社會責任 (Social Responsibility)

- ☐ 在地實踐 Community Practice ☐ 產學合作 Industry-Academia Cooperation

跨域合作 (Transdisciplinary Projects)

- ☒ 跨界教學 Transdisciplinary Teaching ☐ 跨院系教學 Inter-collegiate Teaching
- ☐ 業師合授 Courses Co-taught with Industry Practitioners

其它 other:

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績(含出缺席) General Performance (Attendance Record)	20%								
期中考成績 Midterm Exam									
期末考成績 Final Exam									
作業成績 Homework and/or Assignments	50%								
其他 Miscellaneous (Paper presentation)	30%								
評量方式補充說明 Grading & Assessments Supplemental instructions									
教科書與參考書目(書名、作者、書局、代理商、說明) Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.) Spence, C. (2021). Sensehacking: How to use the power of your senses for happier, healthier living. Penguin UK. Krishna, A. (2013). Customer sense: How the 5 senses influence buying behavior. Springer.									
課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.)									
其他補充說明 (Supplemental instructions)									