

Exchange Week for foreign visiting professors  
12<sup>th</sup> – 16<sup>st</sup> of March of 2018  
ISCTE-IUL, Lisbon

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**Professor: Krisztina Rita DÖRNYEI**

**University: IBS Budapest**

**Country: Hungary**

### **Brief CV**

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Krisztina is an associate professor at IBS and has ten years of teaching experience (BA and MA level). She designed and taught a number of courses in the field of marketing (International Marketing, Global Brand Management, Marketing Research, Introduction to Marketing, Marketing Communication, etc.). Her current research interests focus on the importance of product packaging in marketing, corporate identity and consumer information search behaviour. Besides her academic work Krisztina has industry experience as a packaging and branding expert.

### **On-going research topic**

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Importance of Packaging in Marketing Importance of Packaging in Marketing

### **Topic of lecture for the students**

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**Importance of Packaging in Marketing**

### **Outline of lecture for the students**

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Whether you're creating packaging for a product or you're selling packaged goods, you may be wondering if the appearance of your product's package is right. Product packaging not only protects the product during transit, but it may be what attracts the consumer to take a look on the product as it sits on store shelves. Therefore it is one of the most effective marketing tools, reaching each shopper at the critical moment of purchase. At the point-of-sale, the product package can play a pivotal role in a consumer's purchase decision. Packaging puts forward the benefits of the product, builds equity, and directly drives consumer purchase. For this reason, many companies conduct extensive marketing research on color schemes, designs and types of product packaging. The purpose of the lecture is to investigate the brand and consumer implications of packages.