

# Neuroscience of Consumer: Neuromarketing

Teacher: Dr. Alfredo Rodríguez Fuertes



## OBJECTIVES

The objective of the course is to present the applications of neurosciences to the consumer environment. It is a new discipline that allows, from a scientific perspective, to explain consumer behavior and to develop proposals that provide maximum value for customers.

## LEARNING OUTCOMES

Upon completion of the subject the student will:

- Know the broad scope of the discipline of consumer neuroscience.
- Know the neuroscience research techniques used, as well as the indicators that are used.
- Be able to propose an investigation in the field of neuromarketing.
- Value the contribution of new techniques as a complement to the traditional research techniques.

## CONTENTS OF THE COURSE

1. Brain functioning for non-experts
2. Basics on decision making
3. Processes that influence consumer behavior
4. Research techniques used in consumer studies
5. Neuromarketing:
  - a. From marketing to neuromarketing
  - b. Customer experience
  - c. Applications
  - d. Ethical issues

## **METHOD**

The course complements the review of theoretical concepts with multiple examples. It will be developed with a great interaction between the teacher and the students, who will carry out a series of activities individually, and in groups.

## **ASSESSMENT CRITERIA**

- The students will be evaluated individually, according to the following criteria:
  - Continuous assessment (individual and workings in group): 50%
  - Final exam: 50%
- In order to apply the weighting criteria, the student must have obtained a minimum score of five points in both factors.
- The continuous assessment score will be valid up to the extraordinary season.

## **BIBLIOGRAPHY**

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Renvoise, P, & Morin, C. (2007). Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain. HarperCollins.

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