

Syllabus

- **Course:** Neuromarketing
 - **Credits:** 6 ECTS
 - **Program:** Marketing and e-communication
 - **Module:** Core Education
 - **Subject:** Marketing and sales
 - **Code:** 802272
 - **Abbreviation:** MA04
 - **Subject coordinator:** Paulo Sartorato
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01 Faculty

01.1 Subject coordinator

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02 Presentation

02.1 Description

Neuromarketing is the application of neuroscience to the study of the consumer's mind.

Traditionally, marketers have used market research techniques, such as surveys or focus groups, to infer what consumers think. But sometimes these techniques are unreliable because they only measure what people say and not what they really think and do.

Neuromarketing studies are based on the direct analysis of what goes through people's minds, including those processes of which we are not aware. The methods and techniques used in neuromarketing, such as neuroimaging, provide direct information on how consumers make purchasing decisions, something that was impossible with traditional research methods. In this way, it is possible to understand how the biological, psychological, social and cultural characteristics of consumers influence their decision-making and purchasing behaviour.

This course combines the fundamental knowledge of neuroscience applied to marketing, applications of neuromarketing in branding, sensory and experiential marketing, and methods and techniques used in neuromarketing.

02.2 Relevant professional applications

Some of the most important applications of neuromarketing:

Brand studies: Neuromarketing measures the association of the consumer's mind with a certain brand.

Product studies: Neuromarketing measures the consumer's response to product-related news. It is especially useful for detecting automatic emotional phenomena that are generated in the subconscious.

Advertising effectiveness: The effectiveness of modern advertising is due to subconscious phenomena, since today's spots try to generate not so much ideas as emotions. Neuromarketing is ideal for studying this type of phenomenon, which until now was left to the intuition of the advertiser.

Purchase decision: Neuromarketing allows studying how the environment, for example the physical environment of a supermarket, affects the consumer's purchase decision, which often becomes a purely emotional process where logic plays a diminishing role.

Online experience: Neuromarketing also studies how our brain reacts to the amount of stimuli that come to us through the Internet, and offers information on the many ways in which online content influences our daily behavior.

Neuromarketing is especially useful when studying sensitive topics, where it is more difficult for the consumer to offer an honest opinion or behave naturally

03 Competencies

03.1 Course Competencies

Specific Competencies

CEMAR01 – Know the concepts and basic elements related to business management and marketing.

CEMAR02 – Learn to compile, evaluate and analyze existing data on the environment, the market, the consumer and the competition and write status reports on each of them.

CEMAR03 – Know how to find and analyze relevant information, and be able to extract arguments for decision making.

CEMAR04 – Introduce creative thinking into predictive functions.

CEMAR05 – Be able to forecast demand.

CEMAR06 – Know how to synthesize and present in a structured way the conclusions of the analysis work.

CEMAR07 – Be able to formulate and develop an action plan based on the conclusions of analysis work.

CEMAR08 – Detect business opportunities.

CEMAR09 – Being able to work as a member of a team in order to contribute to develop projects with pragmatism and a sense of responsibility, assuming commitments taking into account the available resources.

General Competencies

CG02 – Communicate in an oral and written way with other people about the results of learning, thinking and decision making; participate in debates on subjects of the own specialty.

CG03 – To be able to work as a member of an interdisciplinary team, either as a member, or performing leadership and development tasks for the purpose of contributing to the development of projects with pragmatism and a sense of responsibility, assuming commitments taking into account available resources.

CG04 – To manage the acquisition, structuring, analysis and visualization of data and information in the field of the specialty and to critically evaluate the results of this management.

CG09 – Know and understand the organization of a company and the sciences that define its activity; ability to understand labor standards and the relationships between planning, industrial and commercial strategies, quality and profit.

Transversal Competences

CT02 – Undertake and lead business and business initiatives.

CT04 – Integrate in any functional area of the company and / or organization and perform with professionalism any assigned management work.

CT06 – Prepare advisory reports on specific situations of companies and markets.

CT07 – Design and lead projects of global management or functional areas of the company.

CT08 – Identify, analyze and manage the sources of information relevant to the company and its contents.

CT11 – Apply to the analysis of problems, professional criteria based on the application of advanced techniques and tools.

04 Program

- Neuroscience concepts applied to marketing
- Experiential and sensory marketing
- Storytelling
- Consumer psychology
- Research methods in Neuromarketing
- Branding and neuromarketing
- Neuromarketing applications for Corporate Social Responsibility in Neuro Marketing research to ensure a better sustainable community and continuity in raising awareness of its importance.

05 Teaching Methodology

Considering the student's profile, the teaching model is articulated around three types of methodologies from EAE´s Life-ED Methodology:

ME1. Participatory Exhibition Class

ME3. Autonomous work

ME4. Problem-based learning

o6 Educational Activities

Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

Evaluation Activities	Hours	Presencialidad
AF1. Contents presentation with student participation	24	100%
AF2. Problem solving, exercises and case studies with student participation.	24	100%
AF4. Study and preparation of teaching units	46	0%
AF5. Performance of exercises and case studies	25	0%
AF6. Problem solving	25	0%
AF13. Written / oral evaluations	6	100%

o7 Assessment

Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CEMAR01, CEMAR05, CEMAR06	40%
EV2. Control of midterm written test	CEMAR01, CEMAR05, CEMAR06	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CEMAR02, CEMAR03, CEMAR04, CEMAR05, CEMAR06, CEMAR07, CEMAR08, CEMAR09	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination. "

One time assessment: The one time assessment consists of an exam that is equivalent to 100% of the grade of the subject. The exam, and therefore the course, is passed with a grade of 5 out of 10 in this final exam. In order to take one time assessment it is necessary to send a written request to the professor during the first 15 working days of the course.

o8 Learning Resources

Topics	Resources	Type
Topic	Transparencies, notes and exercises	Class and Blackboard

09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with

the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be taken into account.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

10 Bibliography

09.1 Basic Bibliography

- Arnanz, M. Á. V., Madrigal, I. P., & Rivero, N. T. (2021). Charm your Clients. Neuromarketing for Vets. Edizioni LSWR.

09.2 Complementary Bibliography

- Casas-Frausto, A., Márquez, B. Y., Gutiérrez, R., & Magdaleno-Palencia, J. S. (2021). The Role Neuromarketing Emotion as Key to Defining Consumer Behavior. In Agents and Multi-Agent Systems: Technologies and Applications 2021 (pp. 385-394). Springer, Singapore.
- Mansor, A. A., Abd Rashid, M. H., & Shobri, N. D. M. A REVIEW ON CONSUMERS BEHAVIOUR AND DECISION MAKING FROM NEUROMARKETING PERSPECTIVES.