



NEUROMARKETING SYLLABUS 2023-II

I. ADMINISTRATIVE DATA

1. **Subject:** Neuromarketing
2. **Code:** NG02807
3. **Nature:** Theoretical – Practical
4. **Condition:** Elective
5. **Requirement(s):** NG02708 – Customer Relationship Management –
6. **Number of credits:** Three (03)
7. **Number of hours per week:** 04 (Practice: 02 / Workshop: 02)
8. **Academic Semester:** 2020-II
9. **Professor:** Dr. Eduardo Rada Bernasconi
10. **Institutional mail:** eduardo.rada@urp.edu.pe

II. SUMILLA

The subject provides an analysis of the levels of emotion, attention and memory possessed by the different stimuli perceived consciously or subconsciously with the intention of improving the management of resources in the company without increasing expenses unnecessarily and increasing the products that exist in the market, improving social welfare and understanding the decision-making process of the consumer. The participant will use peripheral and central psychophysiological measurements (brain activity, heart rate, galvanic skin response, etc.) of the subjects studied to obtain conclusions, thus improving social well-being.

III. GLOBAL COMPETENCIES

- . Critical-creative thinking
- . Effective communication
- . Social responsibility

IV. SPECIFIC COMPETENCES

- . Establish the most appropriate means for the transmission of the message
- . Combine other communication activities with advertising
- . Evaluate before, during and after advertising campaigns

V. DEVELOPS THE COMPONENT OF:

RESEARCH (X)

SOCIAL RESPONSIBILITY (X)

VI. ACHIEVEMENT OF THE SUBJECT

Students completing a neuromarketing course in a global business context should be well-equipped to apply neuromarketing insights ethically and effectively to create culturally sensitive marketing strategies, demonstrate critical thinking and leadership skills, and contribute to the success of global marketing efforts.



VII. CONTENT PROGRAMING

UNIT 1	INTRODUCTION TO NEUROMARKETING IN GLOBAL BUSINESS	
LEARNING ACHIEVEMENT	Students should have a well-rounded understanding of how neuromarketing intersects with global business practices, and they should be capable of applying this knowledge to create culturally sensitive and effective marketing strategies in an ethical manner.	
WEEKS	CONTENTS	METHODOLOGY
1	- The importance of the brain - The contribution of neuroscience	- Individual and group practices
2	- The concept of neuromarketing - Brain function	- Individual and group work
3	- Management of purchasing decisions -Conclusions	- Case Studies - Read controls - Exhibition of works
4	- Practice # 1 - Related to Neuromarketing in global business	

UNIT 2	NEUROMARKETING RESEARCH TECHNIQUES	
LEARNING ACHIEVEMENT	Students should aim to become proficient in applying neuromarketing research techniques, understanding their theoretical underpinnings, and critically evaluating their applications in real-world marketing contexts while upholding ethical standards and effective communication practices.	
WEEKS	CONTENTS	METODOLOGIA
5	- Research methods: EEG, fMRI, eye-tracking, measurement of galvanic skin responses, among others.	- Individual and group practices - Individual and group work
6	- Collection and analysis of neurocognitive data.	- Case Studies - Read controls - Exhibition of works
7	- Interpreting and drawing insights from neurocognitive data.	- Read controls - Exhibition of works
8	- Mid term exam about UNIT # 1 + UNIT # 2.	



UNIT 3	CASE STUDIES ON GLOBAL NEUROMARKETING	
LEARNING ACHIEVEMENT	Students should aim to develop the ability to analyze, evaluate, and extract valuable insights from real-world global neuromarketing case studies. They should also understand the complexities of applying neuromarketing techniques across diverse cultures and be able to communicate their analyses effectively while considering ethical implications.	
WEEKS	CONTENTS	METHODOLOGY
9	- Real examples of global companies that have implemented neuromarketing.	- Individual and group practices
10	- Analysis of successes and failures in neuromarketing campaigns worldwide.	- Individual and group work
11	- Lessons learned and implications for future neuromarketing strategies.	- Case Studies
12	- Practice # 2	- Read controls
	- Case studies on global neuromarketing	- Exhibition of works

UNIT 4	NEUROMARKETING AND ARTIFICIAL INTELLIGENCE	
LEARNING ACHIEVEMENT	Students should aim to develop the skills and knowledge necessary to know that the learning achievements in neuromarketing and AI have transformed how businesses approach consumer engagement and marketing strategies. As technology continues to advance, these fields are likely to further intersect, leading to innovative approaches for understanding and influencing consumer behavior. However, responsible and ethical practices remain paramount to ensure the well-being and privacy of consumers.	
WEEKS	CONTENTS	METHODOLOGY
13	- Intersection of Neuromarketing and AI - Data analysis	- Individual and group practices
14	- Personalization - Predictive analytics	- Individual and group work
15	- Content creation - Responsible and ethical practices	- Case Studies
16	- Final exam about Unit 3 + Unit 4	- Read controls
17	- Substitute valuation	- Exhibition of works



VIII. DIDACTIC STRATEGIES

- Exhibitions
- Development of individual and team exercises
- Study and analysis of cases, discussion.
- Tems presentations

VIII. FORMULA: MID TERM EXAM + FINAL EXAM + (PRA 1 + PRA 2/2) / 3

IX. EVALUATION

The face-to-face modality will be evaluated through products that the student will present at the end of each unit. The products are the evidence of the achievement of the learning and will be evaluated through rubrics whose objective is to rate the performance of the students objectively and accurately.

Feedback. In this face-to-face modality, feedback becomes a primary aspect for learning achievement. The teacher will return the revised unit products and perform the respective feedback.

LEARNING UNIT	INSTRUMENTS	PERCENTAGE
I	PRACTICE 1 (WEEK 4)	25%
II	MID TERM EXAM (WEEK 8)	25%
III	PRACTICE 2 (WEEK # 12)	25%
V	FINAL EXAM (WEEK # 16)	25%

X. RESOURCES

- Equipment: computer, laptop, tablet, cellular
- Materials: class notes of the teacher, separatas of problems, readings, videos.
- Platforms: SIMPRO Simulator, GanttProject, MS Project, Kahoot.

XI. BOOKS

1. Lindstrom, M. (2008). *Buyology: Truth and Lies About Why We Buy*. Crown Business.
2. Genco, S., Pohlmann, A., & Steidlmeier, P. (Eds.). (2018). *Neuromarketing and Big Data Analytics for Strategic Consumer Engagement*. IGI Global.
3. Lee, N., & Chamberlain, L. (2007). *Neuromarketing: Exploring the Brain of the Consumer*. Kogan Page.
4. Dooley, R. (2014). *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*. Wiley.

Academic Journals:

- Plassmann, H., Ramsøy, T. Z., & Milosavljevic, M. (2012). Branding the brain: A critical review and outlook. *Journal of Consumer Psychology*, 22(1), 18-36.
- Venkatraman, V., Dimoka, A., Pavlou, P. A., Vo, K., Hampton, W., Bollinger, B., ... & Winer, R. S. (2015). Predicting advertising success beyond traditional measures: New insights from neurophysiological methods and market response modeling. *Journal of Marketing Research*, 52(4), 436-452.
- Morin, C. (2011). Neuromarketing: The new science of consumer behavior. *Society*, 48(2), 131-135.