

Syllabus

Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Neuroscience Marketing and Behavioral Economics
Teacher	-
shared course	X No <input type="checkbox"/> Yes, with
Hourly volume	18
Evaluation methods	Team project
Course summary	<p>The course begins by introducing the fundamental principles of neuroscience and how they relate to marketing and economics. Students will explore topics such as brain structure and function, cognitive processes, and emotional responses. This foundational knowledge will provide a basis for understanding how the brain influences consumer choices.</p> <p>The course delves into the field of behavioral economics, which examines the psychological and cognitive factors that shape economic decisions. Students will study concepts such as biases, heuristics, framing effects, and prospect theory. They will learn how these factors can shape consumer preferences, purchase decisions, and brand perception.</p> <p>Building on this understanding, the course then explores the application of neuroscience techniques in marketing research and strategy. Students will learn about neuromarketing tools and methodologies, including brain imaging, eye-tracking, and physiological measurements. They will discover how these techniques can uncover subconscious motivations and preferences, optimize advertising campaigns, and enhance consumer experiences.</p> <p>Throughout the course, students will engage in case studies, group discussions, and hands-on exercises to apply their knowledge to real-world marketing scenarios. They will analyze consumer behavior, develop targeted marketing strategies, and assess the ethical implications of using neuroscience in marketing.</p>
Skills	<p>By the end of the course, students will have acquired a deep understanding of the neural mechanisms underlying consumer behavior and the practical applications of neuroscience in marketing. They will be equipped with valuable insights and tools to effectively analyze consumer preferences, design persuasive marketing campaigns, and make informed decisions in the dynamic field of marketing and behavioral economics.</p>