Neuromarketing: How Brain Science Is Changing Marketing As We Know It

Course Code: BUS 51
Instructor: Steve Genco

Preliminary Syllabus

Course summary
This course will give students all the tools they need to understand and leverage neuromarketing in their businesses or organizations. Over six weeks, students will learn:

- How "intuitive consumers" differ from "rational consumers"
- What nonconscious mechanisms underlie consumer responses
- How brain science illuminates the processes of consumer thinking
- How attention, emotion, memory and goals impact marketing and sales
- New insights into consumer decision making and purchase behavior
- The pros and cons of different neuromarketing methodologies and technologies
- How neuromarketing is being used today in several business areas, including advertising, branding, product development and design, traditional shopping, and online shopping
- How neuromarketing changes the ways marketers need to think about persuasion and influence
- How to incorporate neuromarketing into your marketing research program
- The ethics of neuromarketing

Preliminary weekly outline
Classes are on-campus, two hours in length, one night per week, for six weeks. Sessions include a mixture of lectures, Q&A, and discussions of reading assignments and example materials presented in class.

Week 1: How consumers think
- Topics covered
  - Introducing the intuitive consumer
  - The cognitive timeline
  - Six unconscious mechanisms that drive consumer responses to marketing, brands, and products
• Class assignment
  o Read *Neuromarketing for Dummies*, Chapters 1-2.
  o (Optional) Read *Decoding the Irrational Consumer*, Chapter 01.

**Week 2: What neuromarketing measures**

• Topics covered
  o The core responses: attention, emotion, memory
  o The drivers of behavior: approach-avoidance, goals, habits
• Class assignment
  o Read *Neuromarketing for Dummies*, Chapters 5 and 7.
  o (Optional) Read *Decoding the Irrational Consumer*, Chapter 02.

**Week 3: How neuromarketing metrics capture signals from the body and the brain**

• Topics covered
  o The problem with asking questions
  o The neuromarketer's toolbox: capturing signals from the body
  o The neuromarketer's toolbox: capturing signals from the brain
  o Neuromarketing on a budget
• Class assignment
  o Read *Neuromarketing for Dummies*, Chapters 15-18.
  o (Optional) Read *Decoding the Irrational Consumer*, Chapters 06-08, 13.

**Week 4: How consumers decide: cognitive misers and lazy controllers**

• Topics covered
  o Decision making and consumer choice: System 1 vs. System 2
  o Judgment heuristics and consumer choice: Framing, loss aversion, anchoring, and more
• Class assignment
  o Read *Neuromarketing for Dummies*, Chapter 8.
  o (Optional) Read *Decoding the Irrational Consumer*, Chapter 04.

**Week 5: Neuromarketing at work and play**

• Topics covered
  o Brands on the brain
  o Advertising to the intuitive consumer
  o Creating brain-friendly products and packages
  o Decoding the shopping brain
  o When brains go online
  o Entertaining our brains
• Class assignment
  o Read *Neuromarketing for Dummies*, Chapter 3.
  o (Optional) Scan examples in Chapters 9-14.
Week 6: Living with neuromarketing

- Topics covered
  - Succeeding with neuromarketing
  - Neuromarketing ethics and standards
- Class assignment
  - Read Neuromarketing for Dummies, Chapters 21-22.
  - (Optional) Read Decoding the Irrational Consumer, Chapter 14.

Who should attend

This course assumes no prior knowledge of neuromarketing. Some understanding of marketing, advertising, or market research is recommended. The course is designed for professionals across a wide range of fields and career stages:

- Executives responsible for marketing, advertising, and market research strategy
- Creatives in advertising and media agencies
- Brand and product managers
- Research directors and managers who purchase and oversee research
- Corporate marketers and market researchers
- Consumer insights specialists and leaders
- New product developers
- Package and retail display designers
- Web designers, UX experts, and online marketing specialists