

Master Course in Neuromarketing

The State of The Art of Neuromarketing & Consumer Neuroscience, focusing on their managerial implications.

Hours of Course

Learn how the brain drives consumers choices and which psychological processes underly consumer decisions.

Business cases

More than 10 Business cases will be deeply explored to help students to understand the managerial implications.

Group
Projects

Students will turn in neuromarketing researchers during each group project, acquiring crucial practical skills.

Contact







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Introduction to Neuromarketing

What is Neuromarketing, history, main applications, main contributions to marketing.

The Brain

Basic mechanisms of our brain and their relation to consumer behaviour.

Psychological processes

Attention, Emotion, Memory, Consciousness, Heuristics and overlearned cognitive processes.

Neuromarketing Technologies

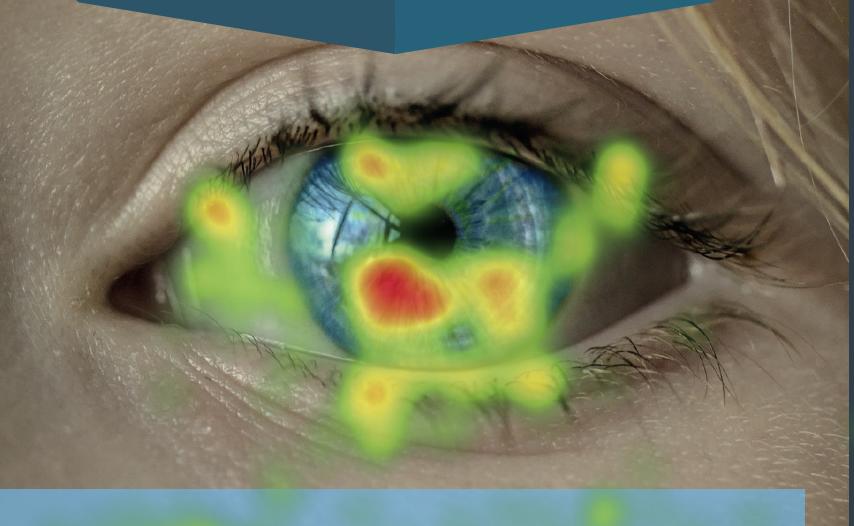
The most widely used neuromarketing technologies reviewed in details.

NeuroTesting

Neuromarketing Research Setup: from the beginning to the end.

Neuromarketing Case Studies

Effective Neuromarketing Case Studies: Application of the neurometrics in the business world



Group Projects

- Be aware of the Present
 Understand your client's goals and other crucial aspects
- Theoretical application of neuroscience
 Getting insights from literature Example of Review
- Research Design and Proposal
 Design your research and share it with your client for approval
- Prepare your stimuli
 Develop a mobile website prototype for testing
- Results interpretation
 From the analysis of Neuromarketing data to the final results
- Final Report
 Build a final report to deliver to your client.

Group Presentation



Prof. Marco Mancini

Neuromarketing, Psychology, Digital Marketing, VR

Professor of Neuromarketing in Uniba (Master's Degree in Marketing / Economics, Management and Business Law) and Head of the Neuromarketing Lab in BrainSigns, Sapienza spin-off company leader in Italy for the application of neuroscience in marketing contexts.

Co-author of several scientific papers and Project Manager of many neuromarketing researches on behalf of large companies such as TIM, BNL, UNHCR, Loacker, Poste Italiane and Ferrovie dello Stato.

