



**Marco Mancini**

Neuromarketing, Psychology,  
Digital Marketing, VR



# Master Course in Neuromarketing

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

**42** Hours of  
Course

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

**10** Business  
cases

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

**06** Group  
Projects

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

## Contact



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# Master Course in Neuromarketing

## Lectures

### 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

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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.

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*The  
Application of  
Neuroscience to  
Marketing*

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