Universidad Europea

1. BASIC DETAILS

Course	Neuromarketing
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	3 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

Neuromarketing is a subject in the Bachelor's Degree in Advertising which is focused on the use of neuroscience techniques and knowledge to understand consumer behaviour and improve the effectiveness of marketing strategies. This course will enable students to learn to use principles of neuroscience in the design of advertising campaigns and in decision-making as regards marketing, in order to influence consumer perceptions and behaviour.

Students in this subject will study concepts such as attention, memory, emotion and motivation, and the way in which these elements influence consumer perception and behaviour. Research and data analysis techniques that make it possible to measure and understand the neurological responses of consumers to advertising stimuli will also be explored. At the end of the course, students will be equipped with a sound knowledge of how the human brain works and how to use this understanding in order to improve the effectiveness of marketing strategies.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

Specific skills (CE, by their acronym in Spanish):

CE22 - Have a systemic knowledge of the psychology and sociology processes of consumers in the field of advertising communication.

CE31 - Ability to recognise the marketing function and its contribution towards achieving the strategic goals of the company, and its position within the basic functions of the company.

CE32 - Ability to identify and assess the needs of consumers, designing procedures, creating products and solutions with which to channel demand towards the offer of brands, applying the technical tools used in market surveys and taking these as a guideline in decision-making, respecting fundamental rights and equality between men and women.

CE21 - Recognise the different theories and processes of the cognitive and behavioural processes applied which are involved in the advertising process

Learning outcomes (RA, by their acronym in Spanish): They do not appear in the official Bachelor's Degree report. We suggest the following:

RA1:   Know the most important techniques for developing creativity. Understand the creative thinking processes used in brain stimulation and activation.
RA2:   Tackle creative briefings using these tools.
RA3:   Manage body and gestural communicative movements that have a determinant influence on public presentations and communications
Know and use the latest advances in neuroscience applied to creativity.

4. CONTENTS

- Brain physiology: Triune brain
- Decision-making: emotionality vs. rationality
- Research techniques with neuroscience
- Applications of neuroscience to marketing mix variables: product, price, distribution and price
- Ethical implications

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	10
Asynchronous lectures	5
Case study analysis	10
Problem-solving	10
Oral presentations	10
Drawing up reports and written work	10
Group tutorials	10
Independent working	10
TOTAL	75

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	20.0
Reports and written work	20.0
Case study/problem scenario	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:
The recommended bibliography is indicated below:

Rangel-Gómez, M. (2018). Neuromarketing: Una herramienta de persuasión masiva. Editorial UOC.

Gómez-Borja, M. Á. (2019). Neuromarketing y neurociencia del consumo: Claves para una comunicación efectiva. ESIC Editorial.

Calvo-Ferrer, J. R., & Villarejo-Ramos, Á. F. (2019). Neurociencia aplicada al marketing. Pearson.

Martín-Acosta, P., & Calderón-Muñoz, W. R. (2020). Neuromarketing: Del análisis de la mente del consumidor a la acción de la marca. Editorial UOC.

Delgado, M. (2018). NeuroMarketing: Cómo la neurociencia ayuda a vender más. ESIC Editorial.

Camarena-Gómez, M., & Palacios-Florencio, B. (2019). Neuromarketing digital: Aprovechamiento de la neurociencia en la publicidad en línea. ESIC Editorial.