



# INTRODUCTION TO NEUROMARKETING

## CURRICULUM & DAY-WISE COURSE SCHEDULE

**COURSE PRE-READING:** [Video Link: The importance of emotion in decision-making](#)

### PART 1: CONSUMER BEHAVIOUR

#### SESSION 1: CONSUMER BEHAVIOUR BASICS

Understanding human needs  
The buying processes

SESSION EXERCISE: Practical Maslow

#### SESSION 2: MOTIVATIONAL RESEARCH

PRE-SESSION CASE STUDY\*: Ernest Dichter and Lehman Brothers

SESSION EXERCISE: Using the latent motive for customer engagement

#### SESSION 3: UNDERSTANDING THE HUMAN BRAIN

CLASS CONCEPT: Basic function of the human brain

SESSION EXERCISE: Are you who you think you are?

#### SESSION 4: WHAT IS PERCEPTION

SESSION EXERCISE: Framing and perception

#### SESSION 5: PERCEPTION MANAGEMENT

PRE-SESSION Reading: The matrix: Perception of the realm

PRE-SESSION CASE STUDY\*: HBS: McDonald case study

### PART 2: NEUROMARKETING TOOLS

#### SESSION 6: YOUR SKIN, THE MIRROR OF YOUR BRAIN: GALVANIC SKIN RESPONSE

PRE-SESSION READING: Using GSR tools to understand engagement

SESSION EXERCISE: Connecting to the Neuroscience Lab remotely

## **SESSION 7:**

### **FACIAL DETECTION: THE ULTIMATE TOOLS IN EMOTIONAL ANALYSIS**

**PRE-SESSION READING:** iMotions: Using AFFEDEX software for emotion analysis

**SESSION EXERCISE:** Connecting to the Neuroscience Lab remotely

## **SESSION 8:**

### **UNDERSTANDING EYE-TRACKING AND HEAT MAP**

**PRE-SESSION READING:** Human decision-making and gaze analysis. How to read a heat map.

**EXERCISE:** Test your own web and print design using TOBI and iMotions biometric platform (remote access)

## **SESSION 9:**

### **COMPUTING EEG SIGNAL**

**PRE-SESSION READING:** Frontal Asymmetry as a measure of consumer engagement

## **SESSION 10:**

### **FUNDAMENTAL OF EMOTION MEASUREMENT**

**SESSION EXERCISE:** Testing your EQ with Cambridge University

## **SESSION 11:**

### **THE RIGHT DESIGN BRINGS YOU SUCCESS**

**SESSION EXERCISE:** Which design works: Testing ads and packages

## **SESSION 12:**

### **PUTTING IT ALL TOGETHER**

\*\*\* CAW – Challenges @Work

Every session includes discussions on specific prints, packaging, and video ad design as expressed by the participants. Effectiveness in terms of engagement, attention, interest and retention will be analysed using neuroscience and design concepts.

## **CAPSTONE PROJECT: SUCCESSFUL DESIGN TO MAXIMIZE CUSTOMER**

### **ENGAGEMENT**

You will design, create and test a print ad of your liking. You will use the concepts learnt in this course and you will test your creation by remotely connecting to the Neuroscience Lab's iMotions biometric platform.