COURSE DETAIL

CONSUMER NEUROSCIENCE AND NEUROMARKETING

Country
Denmark

Host Institution
Aarhus University

Program(s)
Aarhus University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
101

UCEAP Course Suffix

UCEAP Official Title
CONSUMER NEUROSCIENCE AND NEUROMARKETING

UCEAP Transcript Title
CONSUMER NEUROSCI

UCEAP Quarter Units
4.00

UCEAP Semester Units
2.70

Course Description

In recent years, the application and integration of neuroscientific tools, knowledge, and theories in marketing and consumer research have increased steadily. There is an increased interest in investigating implicit and unconscious processes with the help of neuroscientific methods in order to better understand decision-making. Despite this interest, there are still problems and limitations of this newly emerged research field and it needs to be clarified what can and what cannot be done using neuroscientific research methods in a consumer research context. Therefore, the aim of this course is a review and discussion of recent scientific and methodological developments about benefits and limitations as well as ethical considerations associated with the integration of neuroscientific research into marketing research. Against this background, the course includes the following general key themes: introduction into consumer neuroscience and neuromarketing; basics in structural and functional brain anatomy and neuroscientific methods; consumers' decision-making with insights from consumer neuroscience/neuromarketing; marketing-mix (4 P's) and insights from consumer neuroscience/neuromarketing; ethical considerations.

Language(s) of Instruction
English

Host Institution Course Number
460181U002

Host Institution Course Title
CONSUMER NEUROSCIENCE AND NEUROMARKETING

Host Institution Campus
Faculty of Business and Social Sciences

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

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