# COURSE DETAIL

| CONSUMER NEUROSCIENCE AND NEUROMARKETING |
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| **Country**<br>Denmark |
| **Host Institution**<br>Aarhus University |
| **Program(s)**<br>Aarhus University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>101 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>CONSUMER NEUROSCIENCE AND NEUROMARKETING |
| **UCEAP Transcript Title**<br>CONSUMER NEUROSCI |
| **UCEAP Quarter Units**<br>4.00 |
| **UCEAP Semester Units**<br>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/NEUROMARKETING

**Host Institution Course Details**
https://kursuskatalog.au.dk/en/course/98488/Consumer-Neuroscience-Neuromarketing

**Host Institution Campus**
Faculty of Business and Social Sciences

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Management

**Course Last Reviewed**
2020-2021

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