

## COURSE DETAIL

### NEURAL AND BEHAVIORAL RESEARCH IN MARKETING

**Country**

Taiwan

**Host Institution**

National Taiwan University

**Program(s)**

National Taiwan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

185

**UCEAP Course Suffix****UCEAP Official Title**

NEURAL AND BEHAVIORAL RESEARCH IN MARKETING

**UCEAP Transcript Title**

BEHAVIORAL RESEARCH

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

In recent decades, research in the field of neuroscience has suggested new interventions and applications in social domains such as law, education, and economics, and challenged us to redefine our understandings of responsibility, choice, and what it is to be human. One of the applications, consumer neuroscience, is an important step in the analysis and understanding of consumer behavior through the rigorous application of the knowledge and techniques of neurosciences, and appears as a new fundamental tool for the present and future of market research. This course addresses challenges in advancing scientific understanding of the biological basis of decision-making, and translational applications of this knowledge to the areas of marketing and consumer behavior.

### Language(s) of Instruction

English

### Host Institution Course Number

IB5085

### Host Institution Course Title

NEURAL AND BEHAVIORAL RESEARCH IN MARKETING

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

International Business

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