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 177
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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Business

Course Last Reviewed
2022-2023

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