

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 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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