COURSE DETAIL

NEUROSCIENCE IN MARKETING AND MANAGEMENT
Country United Kingdom - England
Host Institution King's College London
Program(s) King's College London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Psychology Business Administration
UCEAP Course Number 154
UCEAP Course Suffix
UCEAP Official Title NEUROSCIENCE IN MARKETING AND MANAGEMENT
UCEAP Transcript Title NEUROSCI/MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

In this course, students approach consumer psychology and behavior from a neuroscientific perspective. Students learn the fundamentals of brain anatomy and their functions in the context of marketing and management. This course also covers cutting-edge marketing research that uses biometric techniques such as eye tracking, functional magnetic resonance imaging (fMRI) and electroencephalography (EEG), and students gain hands-on experience with some of these techniques and analysis of biometric data. Students learn how to apply insights from neuroscience not only in marketing and management, but also in their everyday life.

Language(s) of Instruction
English

Host Institution Course Number
6QQMN380

Host Institution Course Title
NEUROSCIENCE IN MARKETING AND MANAGEMENT

Host Institution Course Details
https://www.kcl.ac.uk/abroad/module-options/neuroscience-in-marketing-and-manag...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2025-2026

Print