

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

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