



*Ljubljana Summer School*  
*"Take the Best from East & West"*  
 4 – 22 July 2022

## Introduction to Neuro-Marketing

**Bachelor (final year) & Master course (ECTS: 7)**

14.00 – 16.30

**BOSHOFF Christo**

University of Stellenbosch, South Africa

### Course objectives and learning outcomes:

The principal outcome of this course that participants will develop an appreciation of the use of some neuro-science techniques in a marketing context.

Exploring the relationship between neuroscience and marketing  
 Understanding the role of emotions in consumer decision-making  
 Developing an appreciation of neuro-physiological data collection  
 Understanding the limitations of neuro-physiological data collection  
 Considering the ethical issues related to neuro-physiological data collection  
 Developing marketing management guidelines/strategies to utilise neuro-physiological results

### Prerequisites for attending the course:

Completion of a basic/introductory Marketing course

### Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	LSS Welcome session (no lectures)
Tuesday, 5 July	Introduction to marketing: A review of basic principles
Wednesday, 6 July	A critical review of traditional marketing research methodologies  The potential role of neuroscience in marketing and understanding human emotions
Thursday, 7 July	A critical review of consumer decision-making models  The role of emotions in consumer decision making and marketing
Friday, 8 July	Understanding basic emotions (the nature of emotions) The brain and brain regions
Monday, 11 July	Understanding the subconscious and emotional responses The role of approach and avoidance behavior
Tuesday, 12 July	The key importance of arousal



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	Exploring individual emotions (positive and negative emotions)
Wednesday, 13 July	Measuring subconscious and emotional responses – Neurophysiological techniques – benefits and limitations
Thursday, 14 July	Analysing specific emotions from a marketing perspective The senses and emotional responses The value of eye-tracking
Monday, 18 July	Analysing a neurophysiological study Interpreting the results Writing a report/managerial implications
Tuesday, 19 July	Analysing a neurophysiological study Interpreting the results Writing a report/managerial implications The ethical issues
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination
Friday, 22 July	<b>Meeting hours with students &amp; LSS Farewell session</b>

**Teaching methods and tools/software used:**

Face-to-face teaching in a participative environment (50%)  
 Student presentations, both individually and in groups (50%)

**Course materials/List of readings:**

To be made available daily in the lecture room

**Examination methods and evaluation criteria (weighted categories):**

Course assessment is based on take-home mid-term (35%) and final exam (65%). Attendance and active participation is expected and can take a minor share of course assessment (bonus).

**Grading scale:**

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	