



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Neurosciences Applied to Marketing (3799NEMA)

PROGRAM: Bachelor of Business Administration (BBA),
Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)
Bachelor of International Marketing & Logistics Administration (BIMLA)
Bachelor of Economics & International Finance (BEIF)
Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2020-2
ACADEMIC	Marketing

DEPARTMENT			
Subject type	Elective/Emphasis		
Language	Spanish		
Semester	Programme	Semester	
	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
Number of Academic Credits	2		
Hours of academic work	96		
Contact hours	32		
Hours of independent/autonomous work	64		
Learning prerequisites	<ul style="list-style-type: none"> English V 		

International Component	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. 					
Sustainable Development Goals (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	Know and apply neuroscience techniques to marketing to explain consumer behaviour based on their neurophysiological activity					
Key Words:	Marketing, Neuroscience, customer behaviour.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method

	ILO 01 ILO 03 ILO 05	Learn about the theoretical models of neuroscience applicable to consumer analysis	Knowledge	Topic 1: Introduction to the nervous system: composition and functioning Topic 2: Introduction to neuromarketing: fundamentals, characteristics and contributions	Theoretical Class	Formative Assessment
		Identify the different theories of neuroscience applicable to marketing.	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
	ILO 02 ILO 03 ILO 04 BIMLA ILO 06	Formulates research based on neuroscience and / or use information from research already conducted in the area to analyse consumer behaviour.	Knowledge	Topic 3: Neuromarketing applications Topic 4: Senses and emotions	Theoretical Class	Formative Assessment
	ILO 02 ILO 03 ILO 04 ILO 06 BBA ILO 07 BIMLA ILO 07 BIMLA ILO 08	Applies the results of neuro-scientific research in organizational decision-making related to the consumer and organizational buyer	Knowledge	Topic 6: Memory Topic 7: Decision making Topic 8: Facial expressions	Theoretical Class	Formative Assessment
		Works as a team to generate, develop and implement neuroscience research applied to marketing	Skill		Discovery Based Learning	Formative Assessment
	ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.					

	<p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor). (NO APLICACION PARA GASTRO Y ECONOMIA)</p> <p>BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking.</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p>
<p>Bibliography</p>	<ul style="list-style-type: none"> • 66-98). New Jersey, USA: Pearson Education. • Spence, C. (2012). Managing sensory expectations concerning products and brands: Capitalizing on the potential of sound and shape symbolism. Journal of Consumer Psychology, 22, 37-54. • Carlson, N. R. The Structure of the Nervous System in Physiology of Behaviour. New Jersey, USA: Pearson Education. • Spence, C. (2014). Unraveling the mystery of the rounder, sweeter chocolate bar. Flavour. • Dimofte, C. V. (2010). Implicit measures of consumer cognition. Psychology & Marketing, 27, 921-937. • Spence, C. (2013). Multisensory flavour perception. Current Biology, 23, R365-R369. • The origins of pleasure- Paul Bloom- TED conference. • Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghubir, P., Stewart, D. (2009). Customer Experience Management in Retailing: Understanding the Buying Process. Journal of Retailing, 85, 15-30. • Wedel, M., & Pieters, R. (2006). Eye tracking for visual marketing. Foundations and Trends in Marketing, 1, 231-320. • Ekman, P., & Cordaro, D. (2011). What is meant by calling emotions basic. Emotion Review, 3, 364-370.

