



Syllabus of the course «Neuromarketing»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>Second (master)</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>first year, first semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 20 hours Practical studies (seminars) – 20 hours Self-study – 110 hours</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Enterprise Economics and Business Organization, The second educational building, r. 40, +38 (057) 702-18-34, 3-42, http://www.kafepm.hneu.edu.ua</i>
Teaching staff	<i>Iuliia Kotelnikova, PhD in Economics, Associate professor</i>
Contacts	<i>iuliakotelnykova@gmail.com</i>
Course schedule	<i>Lectures: according to schedule Practical studies: according to schedule</i>
Consultations	<i>According to the schedule of consultations, individual, PNS chat</i>
Learning objectives and skills:	
<i>the purpose of the course is to provide knowledge and develop professional competencies in the use of neuromarketing principles and neuroscience methods in the analysis of consumer behavior to improve business strategies and decision-making processes in various professional business settings</i>	
Prerequisites for study:	
<i>basic knowledge of marketing, management, decision-making theory and business analysis</i>	
Content of the course	
Content module 1. Neuromarketing: concept of functioning	
Topic 1. Marketing in a changing world: creating customer value and satisfaction	
Topic 2. Introduction to neuromarketing	
Topic 3. Neuroscience fundamentals	
Topic 4. Consumer psychology and decision-making	
Topic 5. Neuromarketing research methods	
Content module 2. The Neuromarketing toolbox	
Topic 6. Neuroaesthetics and color psychology in neuromarketing	
Topic 7. Scenting success: unveiling the power of smell in neuromarketing	
Topic 8. The neuroscience of audio marketing. Visual communication: the power of fonts	
Topic 9. Neuromarketing in advertising	
Topic 10. Ethics and future directions in neuromarketing	
Material and technical (software) support of the course	
<i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>	

Assessment system of learning outcomes

The assessment system of formed competencies takes into account the types of activities that include lectures, seminars, practical classes, and self-study. The evaluation of students' formed



competencies is carried out on a cumulative 100-point system. Current assessment, which is conducted during practical (seminar) classes and self-study throughout the semester, is evaluated by the sum of points earned. The maximum possible number of points for current and final assessment during the semester is 100, and the minimum possible number of points is 60.

Current assessment includes the following control measures: topic assignments, current control tests, and presentations on topics.

More detailed information on assessment and point accumulation for the course is provided in the technological card.

Course policies

The teaching of the course is based on the principles of academic integrity. Academic Integrity Violations are: academic plagiarism, fabrication, falsification, cheating, bribery, biased evaluation. In case of an academic integrity violation, students may face academic consequences, such as a reassessment of the respective type of academic work.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Program of the course