



Syllabus of the course «Neuromarketing»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>Third (educational and scientific), PhD</i>
Course status	<i>Elective</i>
Language	<i>English</i>
ECTS credits	<i>5 credits</i>
Workload	<i>Lectures – 20 hours</i>
	<i>Practical studies (seminars) – 20 hours</i>
	<i>Self-study – 110 hours</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua</i>
Teaching staff	<i>Iuliia Kotelnikova, Candidate of Economic Sciences, Associate professor</i>
Contacts	<i>yuliia.kotelnikova@hneu.net</i>
Course schedule	<i>Lectures: according to schedule</i>
	<i>Practical studies: according to schedule</i>
Consultations	<i>At the Department of Marketing, face-to-face, according to the consultation schedule, individual, PLS 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 to improve marketing strategies and decision-making processes in various professional settings.</i>	
Content of the course Content module 1. Neuromarketing: concept of functioning Topic 1. Marketing in a changing world: creating customer value and satisfaction. Introduction to neuromarketing Topic 2. Neuroscience fundamentals. Consumer psychology and decision-making Topic 3. Neuromarketing research and methods Content module 2. The Neuromarketing Toolbox Topic 4. Emotional marketing in neuromarketing Topic 5. Neuroesthetics and colour psychology in neuromarketing Topic 6. The neuroscience of audio marketing Topic 7. Neuromarketing ethics and standards	
Teaching environment (software) Multimedia projector, PLS of S. Kuznets KhNUE, Corporate Zoom system	
Assessment system of learning outcomes <i>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</i>	



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