



Syllabus of the course

«Neuromarketing»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the second (master's) level of higher education</i>
Course status	<i>elective</i>
Language	<i>English</i>
Term	<i>1 year of study 2 semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 20 hours. Practical studies – 20 hours. Laboratory studies – 0 hours. Self-study – 110 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Enterprise Economics and Business Organization, second building, auditorium 40, website: http://www.kafepm.hneu.edu.ua/</i>
Teaching staff	<i>Iuliia Kotelnikova, PhD in Economics, Associate professor</i>
Contacts	<i>iuliiakotelnykova@gmail.com</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Enterprise Economics and Business Organization offline, according to the schedule, individual, PNS chat.</i>
Learning objectives and skills:	
<i>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>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
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 and methods	
Content module 2. The Neuromarketing Toolbox	
Topic 6. Emotional marketing	
Topic 7. Neuromarketing in product design and development	
Topic 8. Neuromarketing in advertising effectiveness	
Topic 9. Neuromarketing strategies in branding	



Topic 10. Neuromarketing ethics and standards

Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

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

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program