

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	
Semester/Trimester/Others (specify approx. Start/End date)	
Course Author * Faculty proposing/revising the course	Prof Gemma Calvert
Course Author Email	gcalvert@ntu.edu.sg
Course Title	Consumer Neuroscience: how brain science is informing business
Course Code	BU5545
Academic Units	0
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

Marketers are now beginning to appreciate the many and varied roles that our unconscious mind plays in consumer responses, choices and behaviour. This has led to the emergence of a new type of marketing, one that is based on a scientific model of consumer choice and behaviour, and that recognizes the functions of both unconscious and conscious brain processes. This is referred to as “intuitive marketing”. The purpose of this course is to educate students as to how traditional models of marketing are being revised and updated to incorporate what we now know about how the human brain works to create more effective ways of engaging and communicating with consumers in today’s digital age. This course will prepare students to adapt to a groundbreaking shift change in marketing strategy and is relevant for anyone planning a career in any industry which relies on accurate understanding of consumers, customers or clients for their success. The course is particularly recommended for those looking to pursue a career in new product development, entrepreneurship, marketing, advertising and market research.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Identify the most suitable neuromarketing tools to address a specific set of marketing questions
ILO 2	Design a neuromarketing proposal which answers a neuromarketing brief provided by a client
ILO 3	Persuade your audience that you have made the optimal neuromarketing recommendations
ILO 4	Apply the principles of neuromarketing and behavioural change science to craft effective marketing messages
ILO 5	Conduct a multisensory brand audit
ILO 6	Critically evaluate the ethical issues surrounding neuromarketing

Course Content

1. Introduction to Intuitive Marketing and Consumer 2.0 2. Physiological indicators of marketing effectiveness 3. Tracking visual attention in store and on products 4. Evaluating System 1 thoughts and emotions 5. Measuring brain waves in marketing 6. Seeing inside the brain of the consumer 7. Group Project Kick-off Workshop (Quiz 1) 8. Applying what we know about how the brain works to create effective communications 9. How to change consumer behaviour for the better 10. Multisensory marketing and maximizing consumer senses 11. The brain in business, neuroleadership and the ethics of neuromarketing (Quiz 2 & Ethics Quiz) 12. Group presentations Part 1 13. Group presentations Part 2

Reading and References (if applicable)

RECOMMENDED PRE-COURSE READING 1. Neuroscience in Practice. The Definitive Guide for Marketers. (2013) Admap Magazine. This is an industry article written for non-specialists and provides an overview of the tools of neuromarketing. You will need this to assist you with the group-based class activities and the final group project assignment. (1 hour read) 2. Neuromarketing: What you need to know. Harrel, E. (2019). Harvard Business Review. A brief overview of the neuromarketing field in the past 5 years. (10 min read) 3. 10 Mistakes Persuasive Marketing Makes. (2020). Genco, S. Article published in Better Marketing – available online (10 min read) <https://bettermarketing.pub/10-mistakes-persuasive-marketing-makes-a0aba8414644> REQUIRED COURSE READING The course reading list and soft copies of Required and Recommended (for those who wish to delve more deeply into the issues) readings are available from the course site under Content/Course Reading. Core textbook: Decoding the Irrational Consumer. Bridger, D. (2015). This is available in soft copy on the course website under Content/Reading/General. Specific chapters will be suggested by the instructor prior to each class, together with the Required and Recommended articles. Recommended read: Intuitive Marketing: What marketers can learn from brain science. Genco, S. (2019) (available from Amazon). Well written and easy to read book covering in more depth how insights from neuroscience are changing the way marketers think about consumers and marketing strategies

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Introduction to Intuitive Marketing and Consumer 2.0	1	Overview lecture and introduction to the course and Consumer 2.0		
2	Physiological indicators of marketing effectiveness	1	Seminar and individual activities		
3	Tracking visual attention in store and on products	1	Seminar and group-based activity: analysing eyetracking data		
4	Evaluating System 1 thoughts and emotions	1	Seminar and group-based activity (Online)		
5	Measuring brain waves in marketing	1	Seminar and group-based activity: analysing brain wave data		
6	Seeing inside the brain of the consumer	1	Seminar and group-based presentations		
7	Group Project Kick-off Workshop and online Quiz 1 (MCQ covers content covered in Classes 1-6 and associated readings)	1, 2, 3	Teams will be given their Neuromarketing Briefs and work in their teams to set clear priorities and plans of action for implementing defined tasks for project completion.		
8	Applying what we know about how the brain works to create effective communications	4	Seminar and group-based activity: create a piece of advertising copy		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
9	How to change consumer behaviour for the better	4	Seminar and group-based activity: design a nudge campaign		
10	Multisensory marketing and maximizing consumer senses	5	Seminar and group-based activity: Conduct a multisensory brand audit		
11	The brain in business, neuroleadership and the ethics of neuromarketing Quiz 2 (MCQ covers topics covered in Class 8-10) Neuro-Ethics Quiz	6	Seminar & class debate on neuro-ethics		
12	Group presentations Part 1	1, 2, 3	Final team presentations		
13	Group presentations Part 2	1, 2, 3	Final team presentations		

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Seminar	The interactive seminar session is the initial route for acquisition of knowledge and will provide ample opportunities for open discussion on the intricacies of the neuroscientific approach to business and consumer insight. This will allow you to demonstrate your critical thinking skills and share ideas and opinions with the class.
Debate and Online Test	The Class Debate on the Ethics of Neuromarketing provides a forum for all students to demonstrate their ethical awareness and reasoning skills. Students will be required to read a set of papers on the Ethics of Neuromarketing in preparation for participation in the debate and will be required to take a quiz designed to test the Ethical Reasoning rubrics.
In Class Online Quizzes	During the course you will be given 3 online quizzes which will test your knowledge and understanding of the material that has been taught and provide you with ongoing feedback on your performance.
In-Class activities	Some learning outcomes for this course are skills which are practical in nature and are more readily assessed from teamwork and group-based presentations. Your involvement in these class activities within your teams will contribute to your Class Participation marks which are awarded by your course coordinator (raising and answering questions in class) and your peers (online peer evaluation form after each group-based class activity).

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Others([quiz/test])	1, 4, 5		30	Individual		
2	Continuous Assessment (CA): Others([presentations] Neuromarketing research proposal)	1, 2, 3		35	Team		
3	Continuous Assessment (CA): Others([class participation])	1, 4, 5		15	Individual		
4	Continuous Assessment (CA): Others([quiz/test])	6		10	Individual		

Description of Assessment Components (if applicable)

Formative Feedback

You will receive interim scores for your online tests which will be conducted during classes 2 times during the course.

You will also gain an indication of your Class Participation level before semester break. Class participation is an aggregate of the course coordinator's assessment of your involvement in the class (asking or answering questions) and your peer evaluations for each class based group activity. You will receive verbal feedback regarding your group presentation assignments immediately following the presentation.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
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Course Policy

Policy (Academic Integrity)

Policy (General)

- (1) Attendance: You are required to attend all classes.
- (2) Punctuality: You are expected to be punctual and arrive before the start of class, as late arrivals will be disruptive to class activities and considered disrespectful to the instructor and fellow students. For submission of course requirements, you are required and expected to follow the submission deadlines.
- (3) Preparation: You are expected to prepare for each seminar by reading the assigned material prior to each class.
- (4) Participation: Once in class, you are expected to contribute to class discussions and exercises as well as ask questions whenever in doubt. You are also expected to observe respectful behaviour such as raising your hand before speaking, not interrupting other students, not using electronic devices unless required for problem solving exercises, and not causing any distractions to fellow students.

Policy (Absenteeism)

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

If you miss a lecture, you must inform the course instructor via email prior to the start of the class. Student responsibilities include attendance, punctuality, preparation and participation.

Policy (Others, if applicable)

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