Nanyang Technological University
Nanyang Business School

BU8545 - Consumer Neuroscience and Neuromarketing

A) Course Content

This course will introduce students to the field of neuromarketing and consumer neuroscience. Neuromarketing involves capturing consumers' subconscious responses to brands, products and marketing materials in order to predict their purchasing behaviour more accurately than traditional market research methods (e.g. focus groups and surveys which are confounded by the fact that many times people either don't tell the truth about what they think or they don't know how they feel). The approach is now widely used by multinational companies to develop superior products that will also succeed in a global marketplace. The course will delve into the range of different neuromarketing techniques that are currently available (e.g. eyetracking while people use websites to see what they are attending to, monitoring brain activity while they viewing adverts or new product ideas to measure their emotions etc) and discuss the pros and cons of the different methods. Case studies will be used to demonstrate how the different approaches are being used by companies to tackle a very wide range of marketing questions. Students will also learn how insights from the fields of cognitive psychology and neuroscience can be applied in order to make marketing messages and communications more attention grabbing, more memorable and emotionally engaging. Also covered will be emerging research showing how digital technology is re-wiring the human brain and changing our behaviour in subtle ways but which marketers need to understand in order to create campaigns and messages that will be effective in today's digital environment. This course is vital for anyone who wants to understand consumers or customers at a deep, emotional level and to be able to marketing messages to consumers with greater precision.

The rapid expansion of the Asian consumer market has prompted global multinationals to concentrate their efforts on building brands that have both global and local appeal. In a region characterised by considerable cross cultural differences, the need for accurate Asian market research (MR) has become a priority. But with new products failing at a staggering 80% each year, companies are now turning to psychology and neuroscience to help them predict more accurately how consumers will behave.

This course will cover some of the fundamental principles underlying human behaviour that has direct relevance when it comes to marketing and predicting what will or won't work. These insights (for example, what visual features attract the human visual system and grabs people's attention, what tricks can be used to make messages more memorable etc) are important in today's cluttered visual environment to make brands and messages stand out and apart from the crowd leading to clear competitive advantage.

Anyone who is planning a career in a company that needs to communicating with, or developing products and services for, humans needs to understand these insights. Martech now encompasses neuromarketing: the practice of measuring consumer's non-spoken, typically unconscious feelings and emotions using technologies that have come out of the fields of psychology and neuroscience, and have been adapted to be applicable to marketing and market research. Most multinationals and increasingly, SME's, are (and have been for the past 10 years) using neuromarketing approaches to better predict the response of their customers and consumers to new products, their brands, advertisements, campaigns and marketing materials. Attendees will also learn about the pros and cons of the different neuromarketing tools, the questions that each method is typically best placed to address as well as how to commission research from practitioners in this field.

B) Intended Learning Outcomes (ILO) & Objectives

The objective of this course is to familiarize students with the different tools and practices of neuromarketing so that they will be able to employ this approach in business settings to drive competitive advantage through greater insight into consumer behaviour and decision-making. An additional objective is to impart knowledge from the latest neuroscience and psychological research that directly impacts on marketing communications so that students will be able to craft effective messages and advise creative teams on neuro-application best practice.

This knowledge will be gained through lectures, group participation, demonstrations and exposure to actual marketing briefs and guest speakers using these approaches across different industry sectors. Assessment will be measured via group participation, individual presentations and a piece of written work on one of several relevant topics.

C) Course Content

Please refer to weekly scheduled for details.

D) Course Assessment

Components	Weightage	Individual/ Team
Class Participation	15%	Individual
Group Presentation	35%	Team
Ethics assignment	15%	Individual
Essay (3000-4000 words)	35%	Individual
Total	100%	

E) Planned Weekly Schedule

Week	Topic
1	Introduction to Neuromarketing
2	Inside the consumer's brain
3	Biometrics and the history of lie detection
4	Eyetracking – monitoring what consumer's attend to
5	Decoding facial micro-expressions
6	Implicit reaction time testing
7	Electroencephalography: measuring brain activity
Recess Week	
8	Functional MRI: a whole brain perspective on consumerism
9	Applying neuro-insights to communications
10	Changing consumer behaviour for the the better
11	Multisensory marketing
12	Neuroscience in the workplace & Neuro-ethics
13	Group presentations: Neuromarketing research proposals