



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE: NEUROSCIENCE APPLIED TO MARKETING**

**LEVEL OF STUDY: Undergraduate Program**

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Marketing		
<b>SUBJECT TYPE</b>	Elective		
<b>CREDIT POINTS</b>	2		
<b>CLASSROOM HOURS PER WEEK</b>	2		
<b>PRE-REQUISITES</b>	None		
<b>LANGUAGE</b>	English		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"> <li>• International cases are used and compared against national reality</li> <li>• International bibliography is used</li> <li>• Projects with international or intercultural focus</li> <li>• Research tasks about intercultural aspects</li> <li>• Readings taken from international journal articles</li> <li>• Readings in foreign languages</li> </ul>		
<b>COURSE DETAILS</b>			
<b>COURSE DESCRIPTION</b>	To know and apply the techniques of neuroscience to marketing to explain consumer behavior from its neurophysiological activity		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>
	Knows and identifies the theoretical models of the neurosciences applicable to the analysis of the consumer	Knowledge	ILO 01 ILO03 ILO05
	To formulate research based on neurosciences and / or use research information already made in the area to analyze consumer behavior	Skill	ILO02 ILO03 ILO04 BIMLA ILO06
	To generate, develop and implement research in neuroscience applied to marketing in working teams	Skill	ILO02 ILO03 ILO04 BBA ILO06

			BIMLA ILO07
	Apply the results of neuroscientific research in the organizational decision making related to the consumer and organizational buyer	Skill	ILO 02 ILO04 ILO05 BIMLA ILO 06
	<p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BBA ILO06: Entrepreneurship &amp; Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p>		
<b>COURSE CONTENTS</b>	<ul style="list-style-type: none"> <li>• Introduction to the nervous system: composition and functioning</li> <li>• Introduction to neuromarketing: fundamentals, characteristics and contributions</li> <li>• Applications of neuromarketing</li> <li>• Senses and emotions</li> <li>• Memory</li> <li>• Decision making</li> <li>• Facial Expressions</li> </ul>		
<b>METHODOLOGY</b>	<p>Lecture</p> <p>Theoretical classes</p> <p>Participative classes :Small Groups Discussion and Course Discussions</p> <p>Workshops</p> <p>Practical Exercises</p> <p>Experiments</p> <p>Laboratory exercises</p>		

	Written tests, essays, presentations and integral projects
<b>ASSESSMENT</b>	<p>Evaluation will be based on individual written tests, works, and workshops along the semester. Besides, since corporate visits are an essential part of the course, the student must submit reports of those visits, including an analysis of them.</p> <p>First term (30%) Team Work Individual work: workshops, class exercises, readings, oral presentations</p> <p>Second term (30%) Individual Exam Individual work: workshops, class exercises, readings, oral presentations</p> <p>Final term (40%) Final project (experiential research project ) Individual work: workshops, class exercises, readings, oral presentations</p>