



SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Neuromarketing (NEUROMK)
PROGRAM: Business Administration, Service Institutions Administration,
International Business Administration, Marketing &
International Logistics Administration, Gastronomy
Level of Study Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2015-1
VALID FOR	- N/A
ACADEMIC AREA	Marketing
CYCLE	N/A
SEMESTER	
SUBJECT TYPE	Spanish
CREDIT POINTS	2
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	Spanish
TEACHER'S NAME	Carlos José Salgado
COURSE DETAILS	
COMPETENCES DEVELOPED	After completing the course the student will be able to: <ol style="list-style-type: none">1. Capable to understand scientific reading about neuroscience2. Use of neuroscience applied method to investigation.3. Group work.4. Product design.5. Understand de bases of consumer behavior.
COURSE CONTENTS	<ol style="list-style-type: none">1. Offer students a working understanding of how neuroscience is influencing and can further influence the Colombian industry.2. Provide students with an introduction to consumer neuroscience and its applications to different categories, products and services.3. Develop critical and strategic thinking to help solve issues that are relevant for innovation, marketing, and product design.
METHODOLOGY	<ul style="list-style-type: none">• There will be a seminar once a week where students must read one of the suggested articles and watch one of the complementary videos designed for the class. The seminar will not cover basic concepts, rather, it will provide case studies, examples and current issues as to how consumer neuroscience can, and is, being applied to diverse products and markets.• Each video will be uploaded to YouTube and students will be able to access it at any time during the week. They are to watch the video and think about how each topic can be applied to the real world, they should also write down any doubts or unclear concepts so that they can be discussed during the seminar.
ASSESSMENT	Design analysis, Product design project, a mid-term exam, and a final investigation project.
LINKS:	
WEEKLY PLAN	<ul style="list-style-type: none">• Virtual live seminar once a week• Complementary videos• Reading assignments• Examinations that simulate real life scenarios
DETAILED CONTENT	<ul style="list-style-type: none">• Introduction of the course.• Functionality of nervous system.• What is neuromarketing?• Applied neuromarketing.

	<ul style="list-style-type: none">• Basic neuroscience.• Sense and emotion in marketing.• Senses demonstrations.• Memory and marketing.• Critics of Colombian Product's design.• Product design.• Neuroscience in food.• Decision making.• Neuromarketing of the environment.• Eye tracker laboratory.• Non verbal communication.
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