

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
маркетингу
Протокол № 1 від 30.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Карпа НЕМАШКАЛО

НЕЙРОМАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	07 Управління та адміністрування
Спеціальність	075 Маркетинг
Освітній рівень	третій (освітньо-науковий)
Освітня програма	Маркетинг

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
к.е.н., доцент

Юлія КОТЕЛЬНИКОВА

Завідувач кафедри
маркетингу

Людмила ГРИНЕВИЧ

Гарант освітньо-наукової
програми

Гриневич Л.В.

Харків
2024

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the department
marketing
Protocol № 1 of 30.08.2023

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO



NEUROMARKETING
Program of the course

Field of knowledge **07 Management and administration**
Specialty **075 Marketing**
Study cycle **Third (educational and scientific)**
Study programme **Marketing**

Course status **Selective**
Language **English**

Developers:
PhD (Economics),
Associate Professor

Iuliia KOTELNIKOVA

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Programme

Lyudmila HRYNEVYCH

**Kharkiv
2024**

INTRODUCTION

The program of studying the course «Neuromarketing» is compiled in accordance with the educational and scientific programme for training doctors of philosophy in the specialty «Marketing» The course «Neuromarketing» belongs to the cycle of elective courses for training doctors of philosophy under the «Marketing» study programme.

Studying the course «Neuromarketing» holds significant relevance in today's rapidly evolving landscape of marketing and consumer behavior. Neuromarketing, an interdisciplinary field that blends neuroscience, psychology, and marketing, offers invaluable insights into understanding how consumers make decisions, respond to marketing stimuli, and engage with brands on a subconscious level.

The purpose of the course is to provide knowledge and develop professional competencies in the use of neuromarketing principles and neuroscience methods to improve marketing strategies and decision-making processes in various professional settings.

The tasks of the course are:

exploring the history of neuromarketing, key theories and principles, and the various techniques and methodologies used in neuromarketing research;

developing of the ability to assess the resources needed by the enterprise to organize the production process and the efficiency of their use;

study of basic neuroanatomy, brain functions, and neural processes related to decision-making, emotion, memory, and attention;

studying psychological theories and principles to understand consumer behavior;

understanding the strengths and limitations of each neuromarketing method and learning how to design and conduct neuromarketing experiments;

analysis of how companies use neuromarketing insights to optimize branding, packaging, pricing, and promotional strategies;

exploring ethical guidelines, informed consent, and the responsible use of neuromarketing techniques in marketing practice.

The object of the course is to explore the application of principles and methodologies from neuroscience and psychology to the field of marketing.

The subject of the course focuses on understanding the cognitive and emotional processes that drive consumer behavior, decision-making, and responses to marketing stimuli. It involves applying insights from neuroscience and psychology to enhance

marketing strategies, optimize consumer experiences, and predict market trends.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO1	GC01, GC02
LO2	GC01, SC03
LO10	SC09

where,

LO1. To have advanced conceptual and methodological knowledge of marketing and related subject areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the relevant field, obtain new knowledge and/or implement innovations.

LO2. To develop and implement scientific and/or innovative projects that provide an opportunity to rethink the existing and create new integral knowledge and/or professional practice and to solve significant scientific and technological problems of marketing, taking into account social, economic and legal aspects.

LO10. To be able to apply philosophical and strategic thinking and tools of scientific research to make marketing decisions and acquire creative skills in creating and implementing scientific projects.

GC01. Ability to abstract thinking, analysis and synthesis.

GC02. Ability to search, process and analyze information from various sources.

SC03. Ability to apply modern marketing methods and tools, digital technologies, resources, economic and mathematical methods and models in scientific and pedagogical activities.

SC09. Ability to apply philosophical and strategic thinking and tools of scientific research to make marketing decisions and acquire creative skills in creating and implementing scientific projects.

COURSE CONTENT

Content module 1: Neuromarketing: concept of functioning.

Topic 1. Marketing in a changing world: creating customer value and satisfaction. Introduction to neuromarketing.

1.1. Understanding the changing consumer.

Analysis of shifting consumer preferences, attitudes, and expectations. Examination of the impact of demographic changes, technological advancements, and cultural shifts on consumer behavior. Utilization of market research and data analytics to gain insights into the evolving needs and desires of customers.

1.2. Creating customer value in a changing world.

Definition of customer value and its significance in modern marketing. Identification of key components of customer value, including product quality, price, convenience, and emotional satisfaction. Strategies for enhancing customer value through product innovation, customization, and differentiation.

1.3. Introduction to neuromarketing.

Definition of neuromarketing and its role in modern marketing. Key stages of neuromarketing development. Benefits of neuromarketing.

Topic 2. Neuroscience fundamentals. Consumer psychology and decision-making.

2.1. Definition of neuroscience. Overview of the branches of neuroscience, including neuroanatomy, neurophysiology, cognitive neuroscience, and behavioral neuroscience.

Definition of neuroscience. Introduction to neuroanatomy, including the major regions and structures of the brain. Description of the basic structural units of the nervous system, including neurons and glial cells. Overview of neuron structure, function, and communication through action potentials and neurotransmitters.

2.2. Neuroscience study methods.

Experimental design. The use of animals in research. Myths about neuroscience.

2.3. Consumer buying behavior: definition and significance.

The definition of consumer buying behavior. Factors affecting consumer behavior. Types of buying decisions. Consumer decision-making process. The psychology of emotions in consumer decision making. The impact of technology on consumer behavior.

Topic 3. Neuromarketing research and methods.

3.1. Definition of marketing research.

Marketing research: definition and importance. Big data and the marketing information system. Different categories of marketing information.

3.2. Marketing research plan.

Steps in a successful marketing research plan.

3.3. Neuromarketing research methods.

Neuroimaging techniques: functional magnetic resonance imaging (fMRI); electroencephalography (EEG); magnetoencephalography (MEG). Biometric measures: galvanic skin response (GSR); heart rate variability (HRV); eye tracking. facial expression analysis: facial coding; implicit reaction time tests: implicit association test (IAT); implicit priming test; eye-tracking; indoor positioning techniques (Indoor-GPS). Comparison of conventional marketing and neuromarketing researches.

Content module 2: The Neuromarketing toolbox.

Topic 4. Emotional marketing in neuromarketing.

4.1. Emotions and types of emotional responses.

The definition of emotions. Types of emotions. The wheel of emotions.

4.2. Emotional marketing.

The definition of emotional marketing. Why emotional marketing works.

4.3. Emotional marketing strategies.

Effective emotional marketing strategies: storytelling, authenticity, personalization, empathy, visual imagery, humor, social proof and social influence.

Topic 5. Neuroaesthetics and colour psychology in neuromarketing.

5.1. Understanding neuroaesthetics. Key aspects of neuroaesthetics.

The definition of neuroaesthetics. Designing with neuroaesthetic in mind. Neural processing of aesthetic experiences. Cross-cultural and universal aesthetics. Emotional responses to art and design. Implications for marketing and design.

5.2. Color psychology.

Understanding of color psychology. The main characteristics of color. The psychological effect of colors. Using color psychology to improve conversion.

Topic 6. The neuroscience of audio marketing.

6.1. History of music in advertising and marketing.

A review of the history of music in advertising and marketing.

6.2 Emotional impact of music.

Emotions that music can evoke. Interactive music map. The effect of music on memory, body, behavior.

6.3. Audio marketing strategies.

The definition of audio marketing. Stages of creating an audio marketing strategy. Example of audio ads.

Topic 7. Neuromarketing ethics and standards.

7.1. Definition of ethical neuromarketing practices.

Definition and principles of ethical neuromarketing: respect for autonomy, beneficence and non-maleficence. Application of ethical principles in neuromarketing research and practice.

7.2. Implementing standards and enforcement mechanisms.

Understanding legal issues concerning neuromarketing. Establishing oversight bodies: collaboration between industry, academia, and government, periodic review and updates of standards, enforcement mechanisms and sanctions for non-compliance. Balancing commercial interests with ethical responsibilities.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies

Name of the topic and/or task	Content
Topic 1 Task 1	Completing the task «Setting goals in neuromarketing using the SMART method».
Topic 2 Task 2	Seminar class on the topic: Importance of neuroscience in understanding brain function, behavior, cognition, and mental health.
Topic 3 Task 3	Case solution «Neuroscience techniques in companies' advertising activities»
Topic 4 Task 4	Completing the task «Analyzing emotional triggers in marketing decisions».
Topic 5 Task 5	Case studies analysis: Examination successful neuromarketing campaigns that leverage neuroesthetics and color psychology to elucidate practical applications and outcomes.

Topic 6 Task 6	Completing the task «Investigating the neuroscience of audio marketing: understanding the impact on consumer behavior and brand perception».
Topic 7 Task 7	Seminar class on the topics: Ethical principles that neuromarketers should adhere to when collecting and analyzing data from participants. How neuromarketing research can potentially manipulate consumer behavior and how these manipulations can be ethically regulated. The impact of cultural differences on ethical standards and acceptability of neuromarketing practice. Implications of neuromarketing for vulnerable populations such as children or people with cognitive impairment.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-7	Search, selection and review of literature on a given topic
Topic 1-7	Preparation for practical (seminar) classes
Topic 1-3	Preparation for the express test
Topic 1-6	Performing an individual task (presentation)
Topic 1-7	Preparing for the final test

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture-discussion (Topic 1–7)).

Visual (demonstration (Topic 1–7)).

Practical (practical work (Topic 1, 3–6), discussions (seminars on topics 2, 7), work in small groups (Topic 2, Topic 7), case studies (Topic 3, Topic 5), presentation of research results (Topic 1, 3–6).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a grading.

The final grade in the course is determined:

– for courses with a form of grading, the final grade is the amount of all points received during the current control.

During the teaching of the course, the following control measures are used:

Current control: express tests (estimated at 10 points); presentation (maximum score – 10 points (total maximum number of points – 40 points)); preparation to seminars (maximum score – 10 points (two seminars during the semester, total maximum number of points – 20 points)); final control work (maximum score – 30 points).

Semester control: Grading.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Психологія [Електронний ресурс] : навч. посіб. / В. М. Лугова, І. В. Литовченко, С. М. Голубєв, Г. В. Білоконенко ; Харківський національний економічний університет ім. С. Кузнеця. - Електрон. текстові дан. - Харків : ХНЕУ ім. С. Кузнеця, 2020. - с. 289-295. URL: <http://www.repository.hneu.edu.ua/handle/123456789/26057>.

2. Martynenko M. Design as a key factor in brand building: value congruence and brand identity through design / M. Martynenko, N. Lysytsia, A. Martynenko and other // Futurity Economics and Law/ 2023. - Vol. 3. - No. 3. – P. 31-47. URL: <http://www.repository.hneu.edu.ua/handle/123456789/30205>.

Additional

3. Alsharif, A. H. ., Salleh, N. Z. M. ., Baharun, R. ., & Yusoff, M. E. (2021). Consumer Behaviour Through Neuromarketing Approach. The Journal of Contemporary Issues in Business and Government, 27(3), 344–354. Retrieved from <https://cibgp.com/au/index.php/1323-6903/article/view/1607>

4. Bočková, K., Škrabánková, J., & Hanák, M. (2021). Theory and practice of neuromarketing: Analyzing human behavior in relation to markets. Emerging Science Journal, 5(1), 44-56.

5. Gurgu, E., Gurgu, I. A., & Tonis, R. B. M. (2020). Neuromarketing for a better understanding of consumer needs and emotions. Independent Journal of Management & Production, 11(1), 208-235.

6. Kotelnikova Iu. Using artificial intelligence in internet marketing / Iu. Kotelnikova // Маркетинг в Україні : міжнародна науково-практична Інтернет-конференція, 20 жовтня 2023р. - Київ : ХНЕУ, 2023. – С. 429–431. URL: <http://www.repository.hneu.edu.ua/handle/123456789/30741>.

7. Ушкальов В. В. Поведінкові аспекти цифровізації бізнесу / В. В. Ушкальов, М. П. Мартіянова // Наукові інновації та передові технології. – 2023. – № 14(28). – С. 805–815. <http://www.repository.hneu.edu.ua/handle/123456789/32111>

Information resources

8. American marketing association. [Electronic resource]. – Access mode: <https://www.ama.org/>

9. Digital 2024: Global Overview Report. Meltwater. We Are Social. [Electronic resource]. – Access mode: <https://datareportal.com/reports/digital-2024-global-overview-report>