

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

ЗАТВЕРДЖЕНО
на засіданні кафедри
маркетингу
Протокол № 2 від 02.09.2024 р.



ПОГОДЖЕНО
Проректор з навчально-методичної роботи
Каріна НЕМАШКАЛО

НЕЙРОМАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	Всі
Спеціальність	Всі
Освітній рівень	Третій (освітньо-науковий)
Освітня програма	Всі

Статус дисципліни	вибіркова
Мова викладання, навчання та оцінювання	англійська

Розробник:
к.е.н., доцент

Юлія КОТЕЛЬНИКОВА

Завідувач кафедри
маркетингу

Людмила ГРИНЕВИЧ

Харків
2024

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

APPROVED

at the meeting of the department
of marketing
Protocol № 2 of 02.09.2024



Karina NEMASHKALO

NEUROMARKETING
Program of the course

Field of knowledge	All
Specialty	All
Study cycle	Third (educational and scientific)
Study programme	All

Course status	Elective
Language	English

Developers:
PhD (Economics),
Associate Professor

Iuliia KOTELNIKOVA

Head of the department
of Marketing



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
Application of acquired theoretical knowledge to solve practical tasks in the field of business and marketing.	Ability to apply neuromarketing approaches to enhance decision-making processes in business strategies, branding, and product design.
Mastering methods and techniques for developing and implementing effective marketing campaigns that take into account individual consumer responses.	Ability to apply neuromarketing methods to analyze brain activity and consumer behavioral responses related to decision-making, emotions, memory, and attention.
	Ability to evaluate the effectiveness of neuromarketing strategies and their impact on consumers from an ethical and social perspective.

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 research.

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. Neuroesthetics 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 minimum amount required is 60 points.

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 the 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

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6. 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.
7. Joshua Penrod. Ethics and biopower in neuromarketing. (2023). Springer Books, Springer, number 978-3-031-18549-6, June. URL: <https://link.springer.com/book/10.1007/978-3-031-18549-6>
8. Kotelnikova Iu. Using artificial intelligence in internet marketing. Маркетинг в Україні : міжнародна науково-практична Інтернет-конференція, 20 жовтня 2023р. Київ : КНЕУ, 2023. С. 429–431. URL: <http://www.repository.hneu.edu.ua/handle/123456789/30741>
9. 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

10. American marketing association. [Electronic resource]. – Access mode: <https://www.ama.org/>
11. Digital 2024: Global Overview Report. Meltwater. We Are Social. [Electronic resource]. – Access mode: <https://datareportal.com/reports/digital-2024-global-overview-report>.