

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
економіки підприємства
та організації бізнесу
Протокол № 1 від 01.09.2025 р.



Проректор з навчально-методичної роботи

Маріна НЕМАШКАЛО

НЕЙРОМАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань	Всі
Спеціальність	Всі
Освітній рівень	Другий (магістерський)
Освітня програма	Всі

Статус дисципліни

Мова викладання, навчання та оцінювання

**вибіркова
англійська**

Розробник:
к.е.н., доцент

Юлія КОТЕЛЬНИКОВА

Завідувач кафедри
економіки підприємства
та організації бізнесу

Тетяна ВЛАСЕНКО

**Харків
2026**

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

APPROVED

at the meeting of the Enterprise
Economics and Business Organization
Department
Protocol № 1 of 28.08.2025



vice-rector for educational and methodical work

Karina NEMASHKALO

NEUROMARKETING

Program of the course

Field of knowledge **All**
Specialty **All**
Study cycle **Second (master)**
Study programme **All**

Course status

Elective

Language

English

Developers:
PhD (Economics),
Associate Professor

Iuliia KOTELNIKOVA

Head of the Enterprise
Economics and Business
Organization Department

Tetiana
VLASENKO

**Kharkiv
2026**

INTRODUCTION

The growing complexity of consumer behavior has intensified the scientific interest in understanding how neural and cognitive processes shape purchasing decisions. This shift reflects a move beyond traditional surveys and focus groups toward evidence-based insights derived from brain activity and psychophysiological responses. Neuromarketing is a contemporary research field that combines marketing and neuroscience to gain deeper insights into consumer behavior. Drawing on advances in cognitive neurobiology, psychology, and economics, neuromarketing explores how people make purchasing decisions and how emotional, cognitive, and subconscious factors influence them. Accordingly, studying the course «Neuromarketing» will help master's students understand the fundamental principles of how the human brain functions in the context of consumer behavior, learn to apply neurophysiological research methods to assess the effectiveness of marketing campaigns, analyze emotional responses to advertising messages, and design marketing strategies that account for deep consumer motivations and foster more appealing and persuasive communications.

The purpose of the course is to build and develop professional competencies in applying neuromarketing principles and neuroscience methods to analyze consumer behavior, in order to improve business strategies and decision-making processes in professional business environments.

The tasks of the course are:

- understanding basic neuroanatomy, brain functions, and neural processes related to consumer decision-making, emotions, memory, and attention;

- mastering neuromarketing methods for analyzing brain activity and consumers' behavioral responses;

- applying neuromarketing approaches to improve decision-making processes in marketing strategies, branding, and product design;

- developing skills for creating effective marketing campaigns that take into account individual consumer reactions;

- studying ethical principles, informed consent, and the responsible use of neuromarketing methods in marketing practice.

The object of the course is the process of developing in higher education students a system of knowledge and skills related to the application of neuromarketing principles and methods in real business conditions.

The subject of the course comprises the theoretical and practical aspects of using neuromarketing approaches to enhance decision-making processes in marketing strategies, branding, and product design.

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.

1.1. The essence and role of marketing in a changing environment.

The importance of marketing in the modern world. Requirements of a dynamic environment for adaptive marketing strategies. Overview of key factors driving change (economic, technological, social, political) and how companies adjust to these transformations.

1.2. Creating customer value and analyzing consumer behavior in a volatile environment.

The concept of value in marketing. Strategic approaches to value creation. The impact of market changes on consumer behavior. The importance of customer satisfaction within marketing strategy. Methods of measuring satisfaction. Indicators influencing the level of consumer satisfaction.

1.3. Marketing strategies for value creation and satisfaction.

The use of digital technologies for consumer interaction. Personalization of marketing communications. Omnichannel approach to customer service. Adapting marketing strategies to future trends.

Topic 2. Introduction to neuromarketing.

2.1. Definition of Neuromarketing and its role in modern marketing.

Definition and essence of neuromarketing. Distinctions between neuromarketing and traditional marketing.

2.2. Key stages in the development of Neuromarketing.

Emergence of the concept (late 20th century): recognition of the role of emotions

in decision-making prompted marketers to seek new methods for deeper consumer understanding. Introduction of the term neuromarketing. Technological advancements (2000s). Popularization and growing interest (2010s). Adoption of neuromarketing by major brands (late 2010s – 2020s). Current trends and emerging technologies.

2.3. Advantages of Neuromarketing

Main benefits (accuracy, depth of consumer insight). Potential limitations and challenges in application (cost, complexity of data interpretation).

Topic 3. Neuroscience fundamentals.

3.1. Definition of neuroscience.

Definition and significance of neuroscience. Historical development of neuroscience as a field of research.

3.2. Structure and functions of the brain.

Main parts of the brain: cerebrum, cerebellum, brainstem. Functions of the frontal, parietal, occipital, and temporal lobes. The limbic system and its role in regulating emotions and memory. The concept of neuroplasticity and its types. The role of neuroplasticity in learning, memory, and post-injury recovery. Structure of neurons: types, functions, and principles of interaction. Neurotransmitters and their role in brain functioning.

3.3. Neuroscience in enhancing marketing strategies.

Emotional responses and brand loyalty. Key insights of neuroscience in marketing. Decision-making processes. The future of neuroscience in marketing.

Topic 4. Consumer psychology and decision-making.

4.1. Fundamentals of consumer psychology.

Definition of consumer psychology. Understanding consumer behavior in marketing. Factors influencing consumer behavior (cultural, social, personal, psychological). The concepts of needs, motivations, and desires in the context of consumption.

4.2. The consumer decision-making process.

Main stages of consumer decision-making. Theory of rational choice. Irrational aspects of behavior: cognitive biases, emotions, anchoring effect.

4.3. Psychology of emotions in consumer decision-making.

Influence of positive and negative emotions on consumer choice. Methods of using emotions in marketing communications to stimulate purchasing. Models of consumer behavior.

4.4. The influence of technology on consumer behaviour.

Impact of digital technologies on decision-making. Mobile commerce, social media, and e-commerce. Ethical aspects of influencing consumer behavior.

Topic 5. Neuromarketing research methods.

5.1. Definition of marketing research.

The essence of the concept of marketing research. The purpose of neuromarketing research.

5.2. Types of Neuromarketing research.

Laboratory research: advantages and limitations. Field research and its application in real marketing situations. Quantitative and qualitative methods in neuromarketing studies.

5.3. Core methods of Neuromarketing.

Functional Magnetic Resonance Imaging (fMRI). Electroencephalography (EEG). Eye-tracking. Facial expression analysis. Biometric measurements. Comparison of traditional marketing research and neuromarketing research. Advantages and limitations of neuromarketing methods. Ethical aspects of neuromarketing.

Content module 2. The Neuromarketing toolbox.

Topic 6. Neuroaesthetics and color psychology in neuromarketing.

6.1. Definition of Neuroaesthetics and Its Connection to Neuromarketing

Definition of neuroaesthetics: the integration of art, aesthetics, and neuroscience. Brain functioning in the perception of visual stimuli. The relationship between emotional response and aesthetic perception.

6.2. The influence of color on consumer behaviour.

Understanding color psychology. Main characteristics of color. Psychological impact of colors. Color palettes in marketing communications.

Topic 7. Scenting success: unveiling the power of smell in neuromarketing.

7.1. Definition of aromarketing

Definition of the concept of aromarketing and its place within sensory marketing. History and development of aromarketing as a tool of consumer influence.

7.2. Types of scents and their impact on consumers.

The influence of scents on perception, mood, and human behavior. The connection between smells and emotions: impact of scent on memory and associations. Mechanisms of olfactory perception in the human brain. Scents that stimulate sales (citrus, floral, fresh). Scents that create a relaxing atmosphere (lavender, vanilla, sandalwood). Choosing a scent depending on the target audience and type of business.

7.3. The role of scents in marketing strategies.

The impact of scents on brand formation and brand image. Creation of brand olfactory identity. Aroma design technologies. Measuring the effectiveness of aromarketing. Ethical and legal aspects of scent-based marketing.

Topic 8. The neuroscience of audio marketing. Visual communication: the power of fonts.

8.1. Audio neurocommunication.

Features of sound perception and its impact on emotional states. Use of auditory stimuli to create mood and capture attention. Influence of music, voice, and sound effects on consumer behavior. Methods for measuring responses to audio stimuli (brain signal analytics, audiometry).

8.2. Visual neurocommunication.

Fundamentals of visual information processing: how the brain interprets visual stimuli. Impact of visual elements on attention, memory, and emotions. Use of visual imagery in marketing: design, color, shapes.

8.3. Practical applications of audio and visual neurocommunication in marketing.

Optimizing advertising content through audio and visual elements. Use of audio logos and music to strengthen branding. Application of visual strategies to enhance product and packaging design. Ethical aspects of auditory and visual neurocommunication.

Topic 9. Neuromarketing in advertising.

9.1. Definition of advertising

Definition of advertising and its role in modern society. History of advertising: stages of development from traditional formats to digital technologies. Consumer psychology in advertising.

9.2. Stimulating subconscious reactions through advertising.

Use of archetypes, symbols, and metaphors in advertising. Eliciting associations related to comfort, safety, or pleasure. The influence of subconscious signals on purchase decisions.

9.3. Effectiveness of Neuromarketing in advertising.

Enhancing creativity in advertising campaigns through neuromarketing research. Methods for evaluating the success of advertising using neuromarketing tools. Comparison of traditional research methods with neuromarketing approaches. Current trends and the future of neuromarketing in advertising.

Topic 10. Ethics and future directions in neuromarketing.

10.1. Fundamentals of ethics in Neuromarketing.

The importance of ethics in neuromarketing research and practice. The relationship between ethics and consumer trust. Definition of ethical norms and standards in neuromarketing.

10.2. Ethical issues in the use of Neurotechnologies.

The importance of protecting consumers' personal data. Methods of ensuring confidentiality in neuromarketing studies. Ethical implications of collecting information without consumer awareness. Legal aspects and regulatory frameworks. Ethical responsibilities of marketers in neuromarketing research.

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	Modern digital technologies in marketing for consumer engagement.
Topic 2. Task 2	Completing the task «Setting goals in neuromarketing using the SMART method».
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	Solving a task on the analysis of various neuromarketing methods.
Topic 6. Task 6	Solving a task on analyzing how different brand colors affect the mood and behavior of the target audience.
Topic 7. Task 7	Solving case studies on the impact of scents on consumer behavior.
Topic 8. Task 8	Solving tasks on the practical application of audio and visual neurocommunication in marketing.
Topic 9. Task 9	Analysis of successful cases of Neuromarketing use in advertising.
Topic 10. Task 10	Solving the task: «Strategies for improving ethical practice in Neuromarketing»

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

Table 3

List of self-studies

Name of the topic	Content
Topic 1-10.	Search, selection, and review of the literature on the assigned topic.
Topic 1-10.	Preparation for practical (seminar) classes
Topic 1.	Preparation for the seminar session on the topic: Modern digital technologies in marketing for consumer engagement.
Topic 2.	Completion of an individual research assignment on the topic: «Setting objectives in neuromarketing using the SMART method».
Topic 3.	Preparation of a presentation on the topic: «Neuroscience methods in corporate advertising activities».
Topic 4.	Completion of an individual research assignment on the topic: «Analysis of emotional triggers in marketing decisions»
Topic 5.	Study of lecture material. Preparation for the colloquium.
Topic 6.	Preparation of a presentation on the topic: «Neuroaesthetics and color psychology in branding»
Topic 7.	Preparation of a presentation on the topic: «Application of scent Neuromarketing».
Topic 8.	Preparation of a presentation on the topic: «Visual communication: the power of typography».
Topic 9.	Preparation of a presentation on the topic: «Integration of artificial intelligence and big data with Neuromarketing research».
Topic 10.	Study of lecture material. Preparation for the colloquium.

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 (lectures – Topics 2, 3, 5–10; problem-based lectures – Topics 1 and 4);

Visual (demonstration (Topic 1–10)).

Practical (practical work (Topic 2 – 10), case studies (Topic 3, Topic 4, Topic 7, Topic 9), presentation of research results (Topic 3, 6–9).

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: completion of individual study and research tasks (estimated at 15 points); presentations (25 points); tests (60 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/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. *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>*
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>