



Syllabus of the course «Neuromarketing»

Specialty	075 Marketing
Study Programme	Marketing
Study cycle (Bachelor, Master, PhD)	third (educational and scientific)
Course status	Elective
Language	English
Term	1/2/3 semester
ECTS credits	5
Workload	Lectures – 20 hours Practical studies (seminars) – 20 hours Self-study – 110 hours
Assessment system	Grading
Department	Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua
Teaching staff	Iuliia Kotelnikova, PhD in Economics, Associate professor
Contacts	iuliakotelnikova@gmail.com
Course schedule	Lectures: according to schedule Practical studies: according to schedule
Consultations	According to the schedule of consultations, individual, PNS chat

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.

Content of the course

Content module 1. Neuromarketing: concept of functioning

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

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

Topic 3. Neuromarketing research and methods

Content module 2. The Neuromarketing Toolbox

Topic 4. Emotional marketing in neuromarketing

Topic 5. Neuroesthetics and colour psychology in neuromarketing

Topic 6. The neuroscience of audio marketing

Topic 7. Neuromarketing ethics and standards

Material and technical (software) support of the course

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

Assessment system of learning outcomes

The assessment system of formed competencies takes into account the types of activities that include lectures, seminars, practical classes, and self-study. The evaluation of students' formed competencies is carried out on a cumulative 100-point system. Current assessment, which is conducted during practical (seminar) classes and self-study throughout the semester, is evaluated by the sum of



points earned. The maximum possible number of points for current and final assessment during the semester is 100, and the minimum possible number of points is 60.

Current assessment includes the following control measures: topic assignments, current control tests, and presentations on topics.

More detailed information on assessment and point accumulation for the course is provided in the technological card.

Course policies

The teaching of the course is based on the principles of academic integrity. Academic Integrity Violations are: academic plagiarism, fabrication, falsification, cheating, bribery, biased evaluation. In case of an academic integrity violation, students may face academic consequences, such as a reassessment of the respective type of academic work.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Program of the course