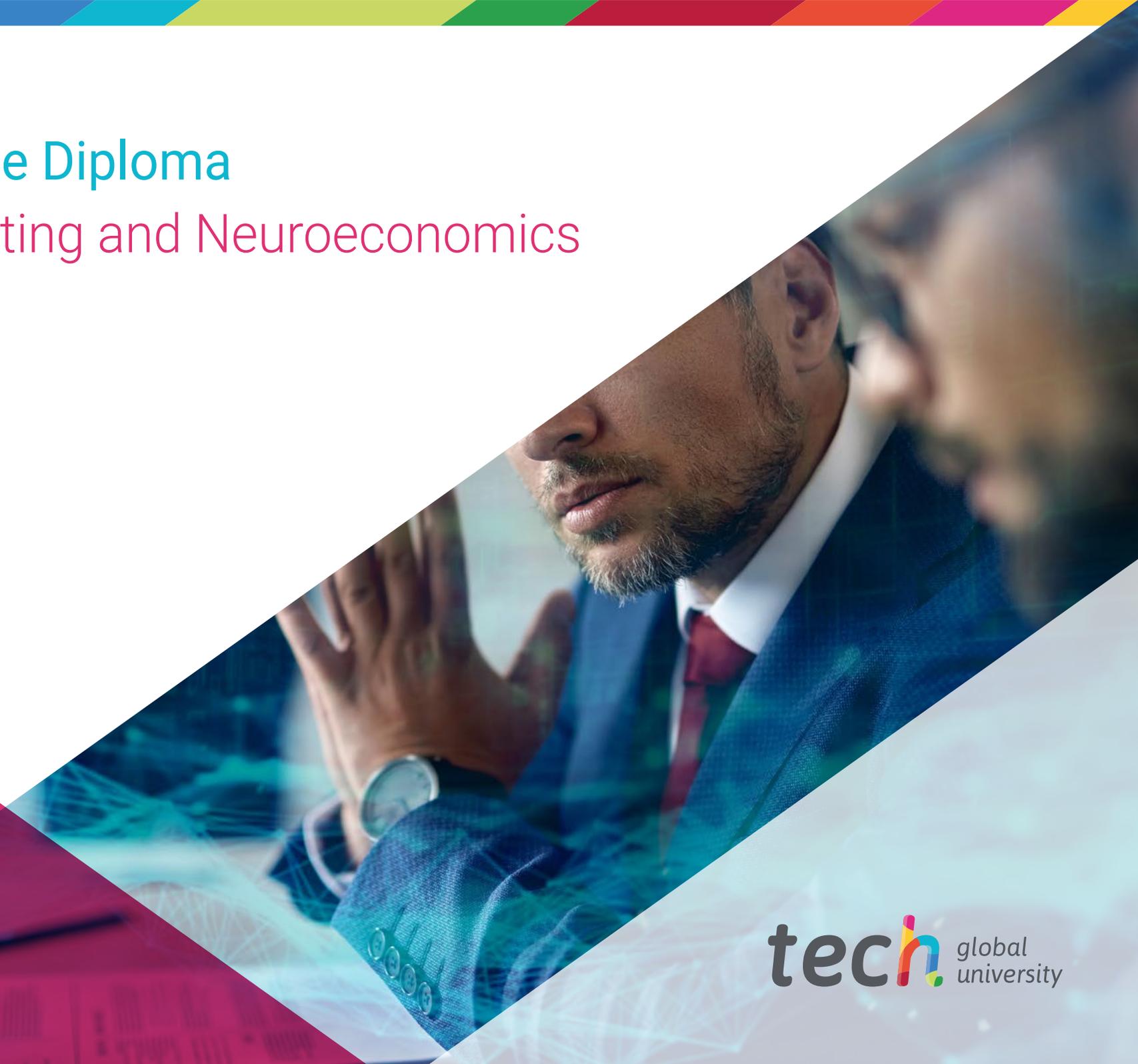


Postgraduate Diploma

Neuromarketing and Neuroeconomics





Postgraduate Diploma Neuromarketing and Neuroeconomics

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/psychology/postgraduate-diploma/postgraduate-diploma-neuromarketing-neuroeconomics

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 18

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

In a business context marked by competition, institutions seek to differentiate themselves through innovative products or services that capture the public's attention. In this sense, psychology professionals play a key role in this process by understanding the mechanisms that govern human behavior. In this way, these professionals use strategies from branches such as Neuromarketing or Neuroeconomics to adapt the different sales strategies and thus ensure that companies connect with the minds of consumers. In view of this, TECH is developing a revolutionary university program that will focus on the consumer's brain and neural learning of choices. In addition, the program will be taught in a convenient 100% online modality.



“

With this 100% online program, you will specialize in the emerging fields of Neuromarketing and Neuroeconomics to open up new career opportunities"

Neuroeconomics has become a fundamental discipline for understanding how brain processes related to economic decision-making work. This is especially beneficial for Psychology professionals, as it allows them to have a more complete view of human behavior and how individuals make economic determinations. This branch offers professionals a wide range of applications, including how rash purchasing decisions can be indicative of impulse control disorders. In this way, specialists design and implement personalized treatments for patients to overcome these problems.

In this scenario, TECH creates a cutting-edge program in Neuromarketing and Neuroeconomics. The curriculum will examine in detail the foundations of Neurosciences, taking into account key aspects such as the functioning of the nervous system, neuronal development or hemispheric functions. At the same time, the syllabus will delve into the Neural Learning of Choices so that graduates understand how individuals evaluate and choose between different options. In line with this, the didactic materials will focus on Economic Psychopathology so that experts can help people develop healthy financial management skills and overcome self-destructive behaviors related to money. In addition, the program will include the participation of an International Guest Director who will address the latest advances that have taken place in these emerging disciplines.

On the other hand, the program is based on the revolutionary Relearning methodology, a learning system pioneered by TECH, which consists of reiterating key aspects so that they remain in the mind. In this way, the program can be planned on an individual basis, as there are no preset schedules or evaluation chronograms. In addition, the Virtual Campus will be available 24 hours a day and will allow psychologists to download the materials for consultation whenever they wish.

This **Postgraduate Diploma in Neuromarketing and Neuroeconomics** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Practical cases presented by experts in Neurosciences
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



A renowned International Guest Director will offer you 4 Masterclasses that will allow you to raise your competencies to a higher level"

“

You will incorporate into your practice the most innovative Neuromarketing Evaluation Techniques to measure people's emotional reactions to stimuli such as advertisements”

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Are you looking for a better understanding of economic decision-making? Achieve it through this university program in just 6 months.

Study from the comfort of your home and renew your knowledge online with TECH, the world's largest digital university.



02

Objectives

Through this program, psychologists will have a holistic view of the methodological foundations of Neuromarketing and Neuroeconomics. In this sense, they will gain skills to analyze data on brain activity, as well as the physiological responses of individuals to marketing stimuli or economic decisions. In addition, they will use this knowledge to identify market opportunities, predict future trends in consumer behavior and their possible demands. In this way, graduates will collaborate in interdisciplinary teams to develop innovative solutions and understand market dynamics.



“

You will acquire skills to recognize the cognitive and emotional biases that influence both economic decisions and consumer preferences”



General Objectives

- ♦ Update knowledge on Neurosciences in their different fields of application, from the clinical, educational or social area
- ♦ Increase the quality of the teaching professional's praxis in their performance
- ♦ Know the different disciplines involved in the study of the brain in relation to human behavior and its possibilities
- ♦ Learn to use the tools used in Neuroscience research and practice
- ♦ Develop skills and abilities in emotional development in the classroom
- ♦ Direct the student towards continuing training and research

“

You will have at your disposal the most innovative educational resources, with free access to the Virtual Campus 24 hours a day”





Specific Objectives

Module 1. Principles of Neurosciences

- ♦ Learn about the formation of the nervous system
- ♦ Understand the types of neurons
- ♦ Identify brain hemispheres and lobes
- ♦ Differentiate between localizationism and brain functionalism.
- ♦ Discover the undifferentiated neurons
- ♦ Learn programmed neural death
- ♦ Recognize interneuronal electrical communication
- ♦ Determine the role of myelin in neurons
- ♦ Understanding interneuronal chemical communication
- ♦ Learn the peculiarities of the human brain
- ♦ Unravel the left brain
- ♦ Recognize gender differences at the neural level
- ♦ Classify hemispheric functions
- ♦ Discover the new localizationism
- ♦ Understand invasive techniques
- ♦ Recognize non-invasive techniques

Module 2. Neuromarketing

- ♦ Verify metacognitive development
- ♦ Analyze the role of feelings
- ♦ Elucidate the processes of perception
- ♦ Explore the elements of attention
- ♦ Understand the process of attention
- ♦ Analyze the neuronal bases of memory

Module 3. Neuroeconomics

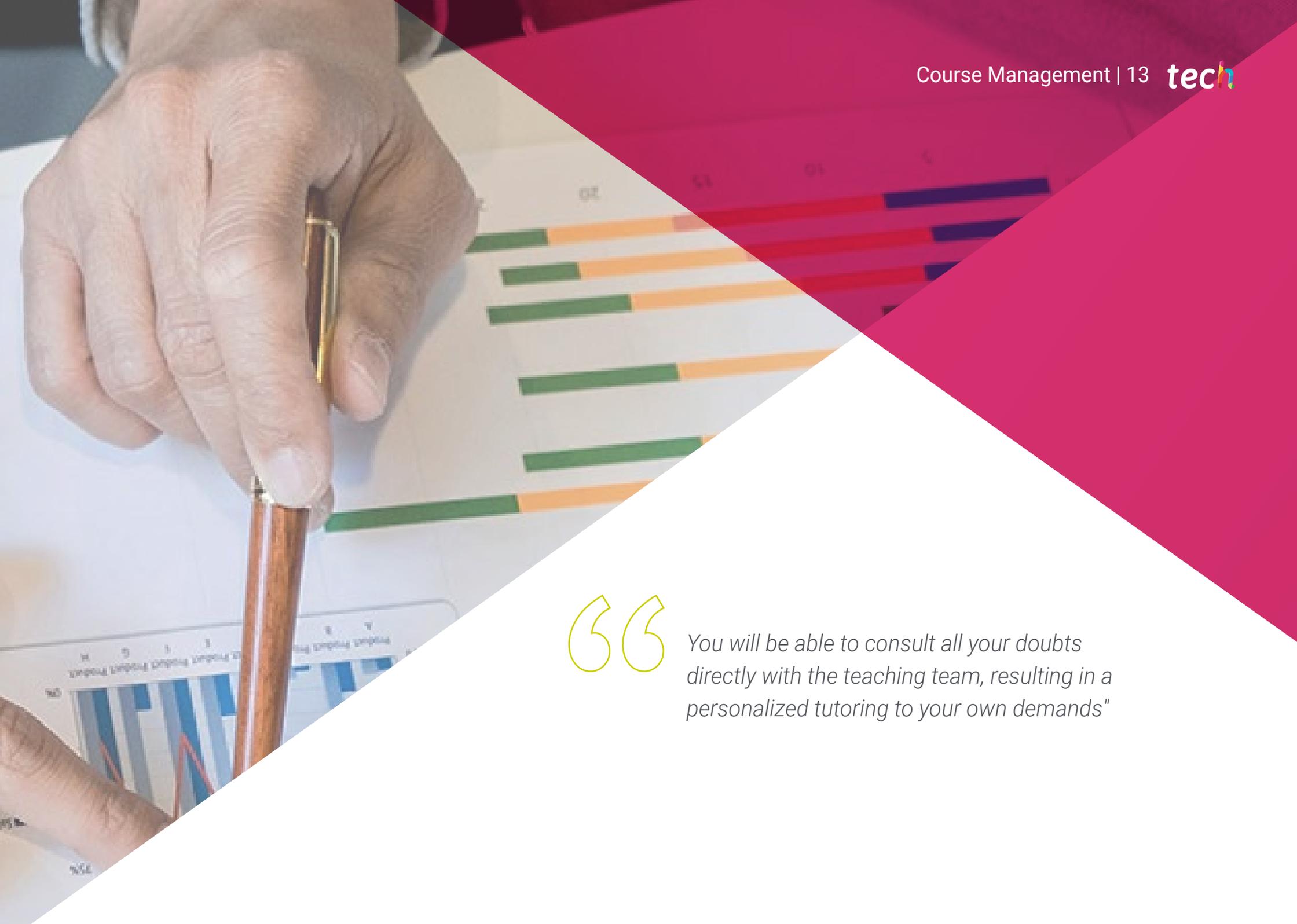
- ♦ Further study of the concept of the economic brain
- ♦ Understand the neural basis of computational errors
- ♦ Confronting the concepts of mathematics and intelligence
- ♦ Delve into the concepts of learning and memory

03

Course Management

In line with its philosophy of offering the most complete and updated programs in the academic market, TECH makes a great effort to form its faculty. As a result, the program brings together leading professionals in the field of Neuroscience. These professionals pour into the teaching materials both their knowledge of the subject and their years of work experience, thus offering high quality content. Committed to teaching, these experts will guide students throughout the academic pathway to help them expand their knowledge and ensure that their learning is completely successful.





“

You will be able to consult all your doubts directly with the teaching team, resulting in a personalized tutoring to your own demands”

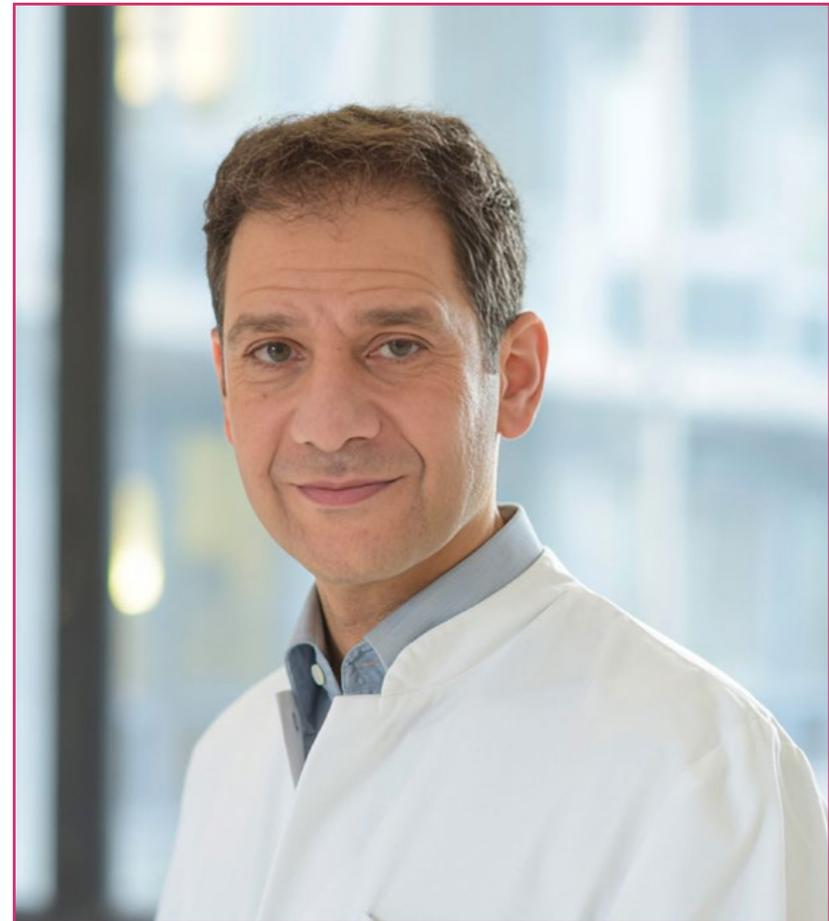
International Guest Director

Dr. Malek Bajbouj is a Psychiatrist and Neuroscientist, specialized in the areas of Global Health, Mental Health and Affective Sciences. He also has experience as a Sleep Physician and Social, Affective and Cognitive Neuroscientist. Together with an interdisciplinary team, his work has focused on research on stress, affect and emotions. In particular, to carry out these studies, some of his main work has focused on cell culture, imaging and brain stimulation, as well as humanitarian aid.

Most of his professional experience has been as Medical Director and Head of the Center for Affective Neuroscience at the Charité Universitätsmedizin Berlin. In addition, his main research focus in the field of Global Mental Health has been the development of tailored, low-threshold preventive and therapeutic interventions against stress and trauma-related disorders. To this end, he has made use of digital tools and clinical trials, conducting interventions focused on reverse-innovation electrophysiological and neuroimaging approaches to improve patient phenotyping.

Likewise, Dr. Malek Bajbouj's firm commitment to Mental Health worldwide has led him to develop a large part of his professional activity in countries in the Middle East, Far East and Ukraine. In this sense, he has participated in various international conferences such as the Ukrainian-German Conference on Mental Health, Psychosocial Support and Rehabilitation. He has also written more than 175 book chapters and has an extensive list of scientific publications in which he has investigated topics such as Emotional Neuroscience, Affective Disorders and Global Mental Health.

In fact, his contributions in Psychiatry and Neuroscience have been awarded several times. One of them was in 2014, when he was awarded the Else Kröner-Fresenius Prize, recognizing his outstanding scientific research. And it is that his tireless work to strengthen the mental health of people around the world has positioned him as one of the best professionals in his field.



Dr. Bajbouj, Malek

- Medical Director of the Center for Affective Neuroscience at Charité Universitätsmedizin, Berlin, Germany
- Visiting Research Fellow at the Department of Psychiatry, Columbia University and the New York State Psychiatric Institute
- Physician and Assistant Researcher at the Free University of Berlin
- Specialist in Sleep Medicine
- Specialist in Psychiatry and Psychotherapy
- Master of Business Administration from Steinbeis-Hochschule University
- Graduate in Medicine from the Johannes Gutenberg University
- Member of: Research Group Languages of Emotion at the Freie Universität Berlin

“

Thanks to TECH you will be able to learn with the best professionals in the world"

Management



Dr. De la Serna, Juan Moisés

- ◆ Independent Psychologist and expert writer in Neurosciences
- ◆ Writer specializing in Psychology and Neurosciences
- ◆ Author of the Open Chair in Psychology and Neurosciences
- ◆ Scientific disseminator
- ◆ PhD in Psychology
- ◆ Degree in Psychology. University of Seville
- ◆ Master's Degree in Neurosciences and Behavioral Biology Pablo de Olavide University, Seville
- ◆ Expert in Teaching Methodology. La Salle University
- ◆ University Specialist in Clinical Hypnosis, Hypnotherapy. National University of Distance Education - UNED
- ◆ Diploma in Social Graduate, Human Resources Management, Personnel Administration. University of Seville
- ◆ Expert in Project Management, Administration and Business Management. Federation of Services U.G.T
- ◆ Trainer of Trainers. Official College of Psychologists of Andalusia



Ms. Jiménez Romero, Yolanda

- ♦ Pedagogical advisor and External Educational Collaborator
- ♦ Academic Coordinator Online University in Campus
- ♦ Territorial Director of the Extremeño-Castilla La Mancha Institute of High Abilities
- ♦ Creation of INTEF Educational Content at the Ministry of Education and Science
- ♦ Degree in Primary Education, English specialization
- ♦ Psychopedagogue from the International University of Valencia
- ♦ Master's Degree in Neuropsychology of High Abilities
- ♦ Master's Degree in Emotional Intelligence Specialist in NLP Practitioner

Professors

Ms. Pellicer Royo, Irene

- ♦ Postgraduate Diploma in Emotional Education at the Jesuitas-Caspe School, Barcelona
- ♦ Professional Master's Degree in Medical Sciences Applied to Physical Activity and Sport by the University of Barcelona
- ♦ Professional Master's Degree in Emotional Education and Well-being from the University of Barcelona
- ♦ Degree in Physical Activity and Sport Sciences at the University of Lérida

04

Structure and Content

This Postgraduate Diploma will provide psychologists with a comprehensive understanding of the neurological underpinnings of consumer behavior. The academic pathway will address in depth issues ranging from the nervous system or neural development to the neurochemistry of the brain. The teaching materials will delve into how the brain acts on decisions, focusing on the neural learning of choices. Therefore, graduates will understand user behavior based on behavioral patterns and preferences. The program will also focus on Neuroeconomics to reach an understanding of the emotional factors that influence economic behavior.



“

The teaching team has designed hours of additional content for you to expand each section of the syllabus in a personalized way”

Module 1. Principles of Neurosciences

- 1.1. The Nervous System and Neurons
 - 1.1.1. The Formation of the Nervous System
 - 1.1.2. Types of Neurons
- 1.2. Neurobiological Principles of the Brain
 - 1.2.1. Brain Hemispheres and Lobes
 - 1.2.2. Localizationism vs Brain Functionalism
- 1.3. Genetics and Neurodevelopment
 - 1.3.1. Undifferentiated Neurons
 - 1.3.2. Programmed Neuronal Death
- 1.4. Myelination
 - 1.4.1. Inter-Neuronal Electrical Communication
 - 1.4.2. Role of Myelin in Neurons
- 1.5. Brain Neurochemistry
 - 1.5.1. Interneuronal Chemical Communication
 - 1.5.2. Neurohormones and Their Functions
- 1.6. Plasticity and Brain Development
 - 1.6.1. Age vs Neuronal Plasticity
 - 1.6.2. Neurodevelopment
- 1.7. Hemispheric Differences
 - 1.7.1. Right Brain
 - 1.7.2. Left Brain
- 1.8. Interhemispheric Connectivity
 - 1.8.1. White Matter
 - 1.8.2. Differences Between Genders
- 1.9. Localizationism vs Functionalism
 - 1.9.1. Hemispheric Functions
 - 1.9.2. New Localizationism
- 1.10. Invasive vs Non-Invasive Techniques for Studying the Brain
 - 1.10.1. Invasive Techniques
 - 1.10.2. Non-Invasive Techniques



Module 2. Neuromarketing

- 2.1. The Brain in the Face of Decisions
 - 2.1.1. Single or Multiple Choices
 - 2.1.2. The Neural Learning of Choices
- 2.2. Pleasure vs. Surprise
 - 2.2.1. The Brain and Pleasure
 - 2.2.2. The Brain and Surprise
- 2.3. The Consumers Brain
 - 2.3.1. Decisions and Choices on a Neural Level
 - 2.3.2. Consumption as the Purpose of Choosing
- 2.4. The Ages of the Brain
 - 2.4.1. Child Brain and Choices
 - 2.4.2. Adult Brain and Choices
- 2.5. Male Brain vs. Female
 - 2.5.1. Male Brain and Choices
 - 2.5.2. Female Brain and Choices
- 2.6. Mirror Neurons and Social Behavior
 - 2.6.1. The Relevance of Mirror Neurons in Marketing
 - 2.6.2. Social and Pro-Social Behavior in Marketing
- 2.7. Learning and Memory
 - 2.7.1. Learning Decisions
 - 2.7.2. Remembering and Forgetting Decisions
- 2.8. Neuromarketing Evaluation Techniques
 - 2.8.1. Invasive Neural Techniques
 - 2.8.2. Non-Invasive Neural Techniques.
- 2.9. Neuromarketing Successes and Failures
 - 2.9.1. Applied Cases of Neuromarketing
 - 2.9.2. Neuromarketing Results
- 2.10. Sales Techniques vs. Neuromarketing
 - 2.10.1. Sales Technology and the Brain
 - 2.10.2. Neuromarketing and Sales

Module 3. Neuroeconomics

- 3.1. The Economic Brain
 - 3.1.1. Numbers and the Brain
 - 3.1.2. Mathematics and the Brain
- 3.2. Neural Foundations of Calculation Errors
 - 3.2.1. Simple vs. Complex Calculations
 - 3.2.2. Common Mathematical Mistakes
- 3.3. Development of the Mathematical Brain
 - 3.3.1. Language vs. Mathematics on a Cerebral Level
 - 3.3.2. Mathematical Development
- 3.4. Mathematics vs. Intelligence
 - 3.4.1. Intelligence and Mathematics
 - 3.4.2. Multiple and Mathematical Intelligences
- 3.5. Trends and Fads at the Neural Level
 - 3.5.1. Implicit Theories vs. Explicit Trend Indicators
 - 3.5.2. Fashion and Neural Idiom
- 3.6. Risk Assumption vs. Conservation
 - 3.6.1. Personality and Risk
 - 3.6.2. The Brain and Risk
- 3.7. Mathematical Biases
 - 3.7.1. The Basic Biases of Mathematics
 - 3.7.2. The Complex Biases of Mathematics
- 3.8. Emotions vs. Economy
 - 3.8.1. Positive Neural Emotions and the Economy
 - 3.8.2. Negative Neural Emotions and the Economy
- 3.9. Economic Success and Failure
 - 3.9.1. Economic Success on a Neural Level
 - 3.9.2. Economic Failure on a Neural Level
- 3.10. Economic Psychopathology
 - 3.10.1. Clinical and Economic Psychology
 - 3.10.2. Personality and Economy

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



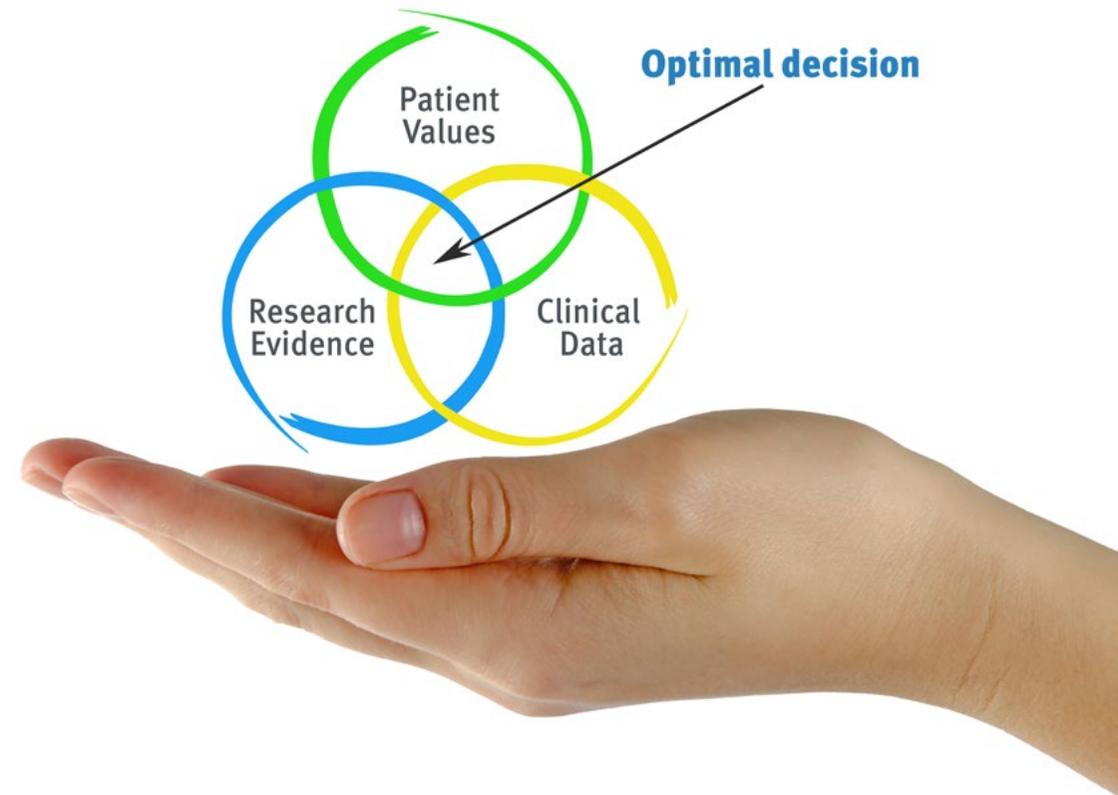
“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH the psychologist experiences a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the psychologist's professional practice.

“

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

The psychologist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



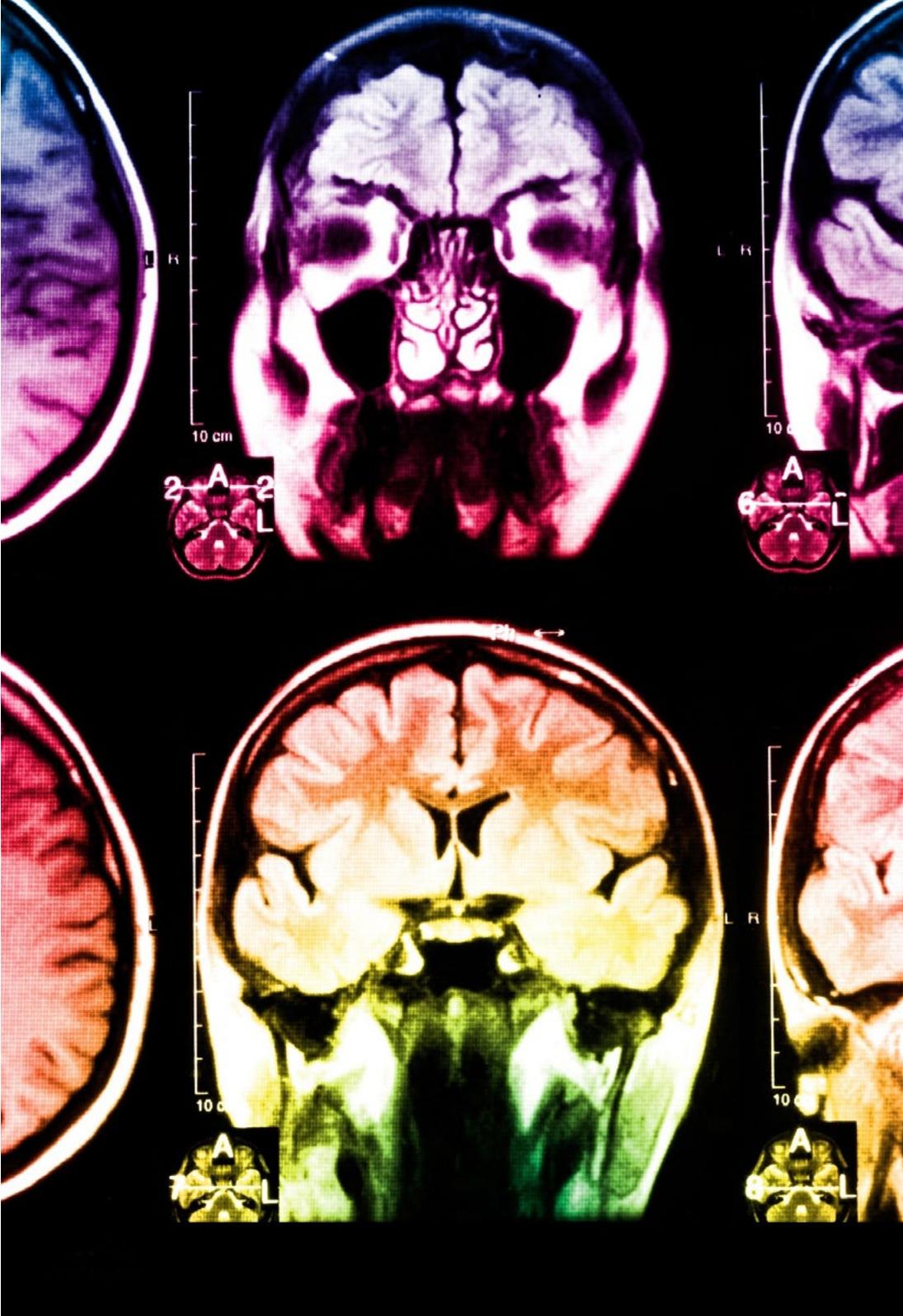
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

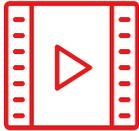
Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



Interactive Summaries

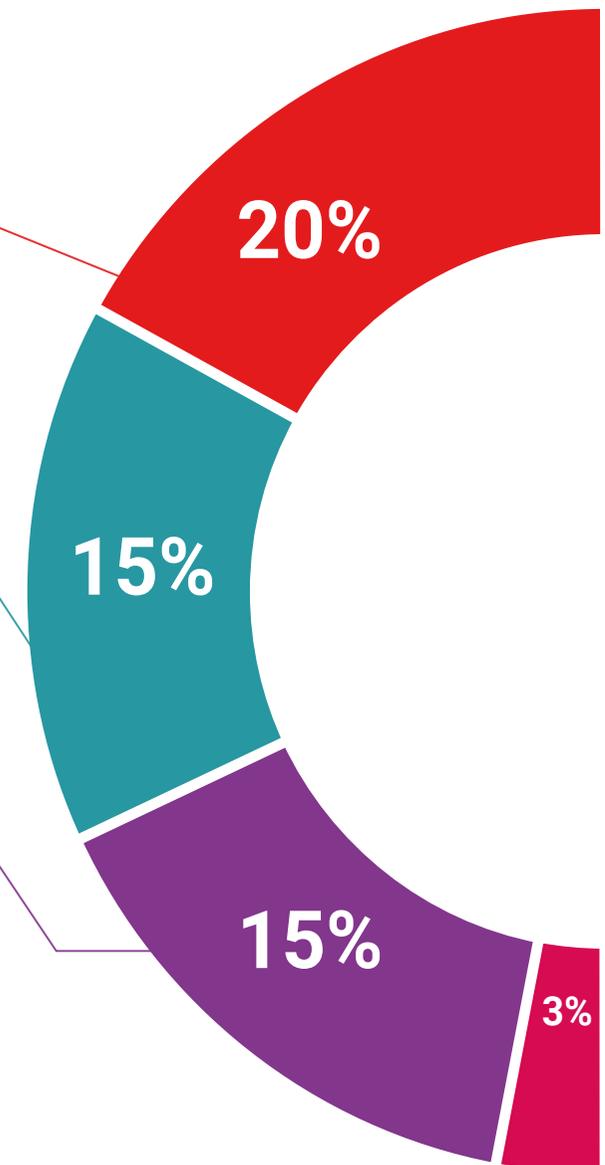
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

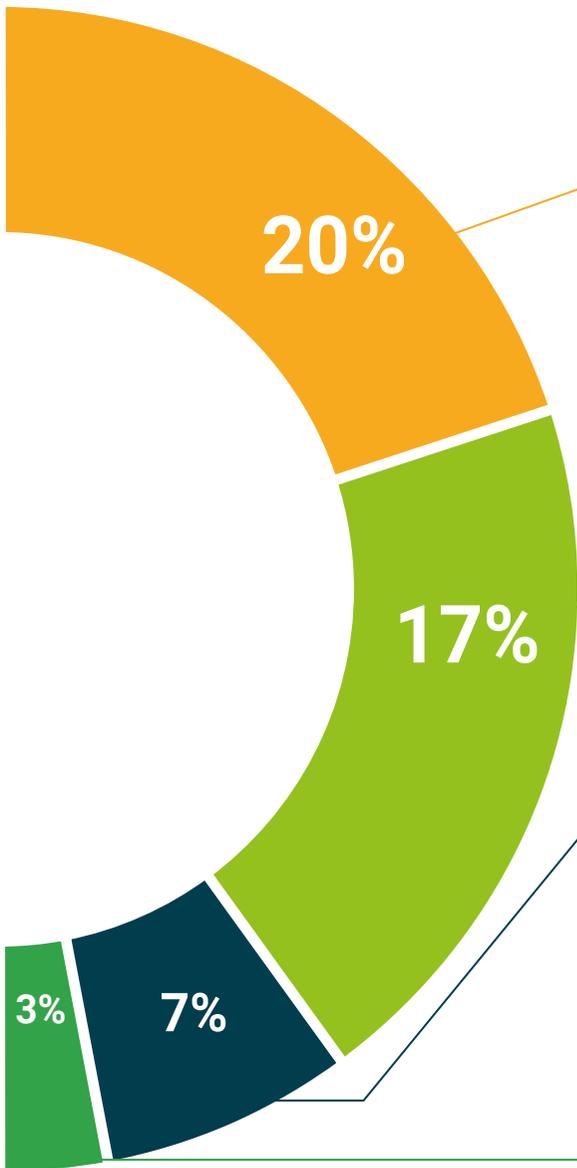
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

Certificate

The Postgraduate Diploma in Neuromarketing and Neuroeconomics guarantees students, in addition to the most rigorous and up-to-date education, access to a qualification issued by TECH Global University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Postgraduate Diploma in Neuromarketing and Neuroeconomics** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

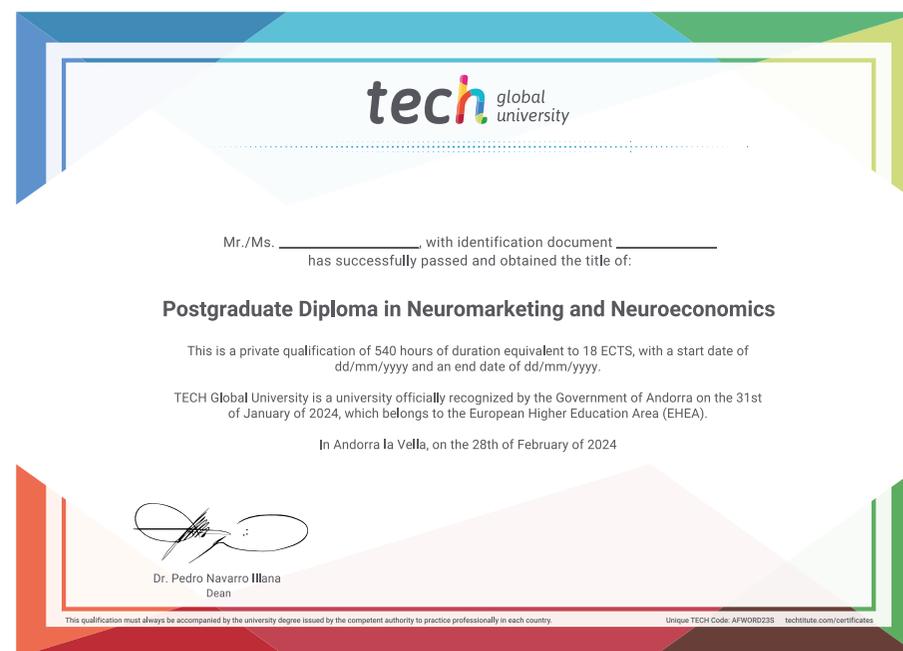
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Neuromarketing and Neuroeconomics**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service
knowledge present quality
online development
classroom languages



Postgraduate Diploma Neuromarketing and Neuroeconomics

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Accreditation: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma

Neuromarketing and Neuroeconomics

