

# Postgraduate Certificate Neuromarketing Applied to Commercial Activity





## Postgraduate Certificate Neuromarketing Applied to Commercial Activity

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the qualifications in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/neuromarketing-applied-commercial-activity](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/neuromarketing-applied-commercial-activity)

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# 01 Welcome

Neuromarketing has become a key tool for gaining valuable insight into consumers' buying processes and decisions. Through the combination of Neuroscience, Psychology and Marketing it is possible to understand how the consumer's brain works in relation to purchase decision making. Therefore, this program offers a specialized preparation in the application of Neuromarketing in the commercial activity. The program addresses topics such as the design and execution of field work in Retail or in digital environments. And always, of course, from a comfortable online methodology in which the student will have the control of the management of their academic time.



Postgraduate Certificate in Neuromarketing Applied to Commercial Activity  
TECH Technological University



“

*Enhance your management skills by leading the purchasing process using the most advanced Neuromarketing strategies”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity has a practical, up-to-date and realistic perspective on the essential aspects of this field, which will undoubtedly enhance the student's managerial and leadership skills. The objective of the program is none other than to provide graduates with a deep insight into this area to boost their careers to success through the latest advances in Neuromarketing.



“

*You will be able to strategically direct the commercial activity of your company and drastically increase the volume of sales”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity enables students to:

01

Demonstrate the usefulness of applying Visual Thinking elements in final reports with neuromarketing results

02

Generate joint lines of action between neuromarketing implementation processes and Design Thinking processes in the company

03

Assess the processes of conducting consumer Neuroscience fieldwork to avoid bias in order to increase the usefulness of the results obtained







04

Develop and propose approaches for the application of this research in processes of consumption of public services by the public

05

Determine the main performance variables to be investigated in the actors within the tourism services channel, separating cognitive, macro-environmental and emotional-sentimental aspects

06

Concretize the points of synergy and complementarity between the sources of market data currently used by companies and the quantitative and qualitative data provided by Neuromarketing

05

# Structure and Content

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity is a highly customized program and is delivered completely online to suit your needs and preferences in terms of schedule and location. This program is spread over 6 weeks and aims to provide an exceptional and motivating educational experience that lays the foundation for a successful career.



“

*Get on the road to success with the broadest and most up-to-date vision of Neuromarketing in the commercial activity you will find in the market”*

## Syllabus

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity from TECH Technological University is an intensive program that aims to prepare students to face the challenges and business decisions in the field of Neuromarketing. The content of the program is designed to develop managerial skills that enable rigorous decision making in uncertain environments.

During the 150 hours of specialization, students analyze numerous case studies in individual and team work, providing an immersive experience in real business situations.

The program focuses in depth on the digital world, online marketing and the implementation of e-commerce in companies, enabling professionals to master Neuromarketing from a strategic, international and innovative perspective.

The program is designed with the needs and professional development of students in mind, and is based on the latest trends in the field, supported by a quality educational methodology and an exceptional teaching team. At the end of the program, students will have the competencies to solve critical situations in a creative and efficient way, which will allow them to achieve excellence in the field of business management.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

### Module 1

Neuromarketing applied to face-to-face commercial activities, online channel, meetings and negotiations



### Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Neuromarketing Applied to Commercial Activity completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1.** Neuromarketing applied to face-to-face commercial activities, online channel, meetings and negotiations

**1.1. Retail Neuromarketing: Design and Execution of a Fieldwork**

- 1.1.1. Field Work in Retail and Retail Trade in General
- 1.1.2. Designing the Research and Defining Objectives (Methodology and Context)
- 1.1.3. Field Work Carried Out and Report Preparation

**1.2. Neuromarketing in Digital Environments: Design and Execution of Fieldwork**

- 1.2.1. Fieldwork Conducted in Digital Environments
- 1.2.2. Research Design and Definition of Objectives (Methodology and Context)
- 1.2.3. Field Work Carried Out and Report Preparation

**1.3. Neuromarketing Applied in Institutional Environments, Public Sector and Citizenship. Design and Execution of a Fieldwork**

- 1.3.1. Field Work Conducted in Public Institutional Environments
- 1.3.2. Research Design and Definition of Objectives (Methodology and Context)
- 1.3.3. Field Work Carried Out and Report Preparation

**1.4. Research with Neuromarketing in the Tourism Sector**

- 1.4.1. Research in Outbound Tourism Markets
- 1.4.2. Research in Tourist Destinations (Receiving Markets)
- 1.4.3. Research in the Professional Channel of Prescribers, Mediators and Wholesalers of the Tourism Sector

**1.5. Conversion of Neuromarketing Research Results into Marketing Actions within the Organization**

- 1.5.1. Differences between Elements and Areas Analyzed
- 1.5.2. Methodology for Integrating Neuromarketing results into the Marketing Processes and Actions of the Company
- 1.5.3. Planning and Systematization of the use of Neuromarketing Research in the Company

**1.6. Neuromarketing Applied to the Design and Preparation of Effective Business Meetings**

- 1.6.1. Group Dialogue to Achieve Meaningful Meetings
- 1.6.2. Defining Cognitive Objectives and Inherent Emotional Aspects
- 1.6.3. The Value of Determining When and How Much

**1.7. Neuromarketing Applied to the Development of Effective Business Meetings**

- 1.7.1. Motivated Attendees: Relevant Emotional Aspects
- 1.7.2. Attention, Interest, Desire, and Action through Neuromarketing
- 1.7.3. Rational Responses and Feelings that Shape a Meeting 10.7.4.

**1.8. Neuromarketing Applied in Sales Management**

- 1.8.1. Building a Neuromarketing-Driven Sales Culture
- 1.8.2. Productive Sales Meetings that Equalize, Protect, Mentor, and Empower
- 1.8.3. Strategies for Selecting Sales Targets Taking into Account What Neuromarketing Tells Us About Customers

**1.9. The Principles of Negotiation in the Light of Neuromarketing**

- 1.9.1. Negotiation Styles with Flexible Approaches
- 1.9.2. Listening, Questioning, Interpreting. What Neuromarketing Teaches Us
- 1.9.3. Overcoming Obstacles in Negotiation Processes under the Neuromarketing Approach

**1.10. From Theory to Practice as a Validation Formula for Neuromarketing**

- 1.10.1. Formats for Converting Data into Operational Marketing Actions
- 1.10.2. Marketing Responses that Connect with the Consumer's Senses
- 1.10.3. Neuromarketing as a Means to Achieve Better Results for Consumers and Businesses



06

# 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"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

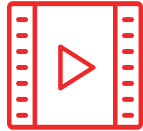
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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.



### 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.



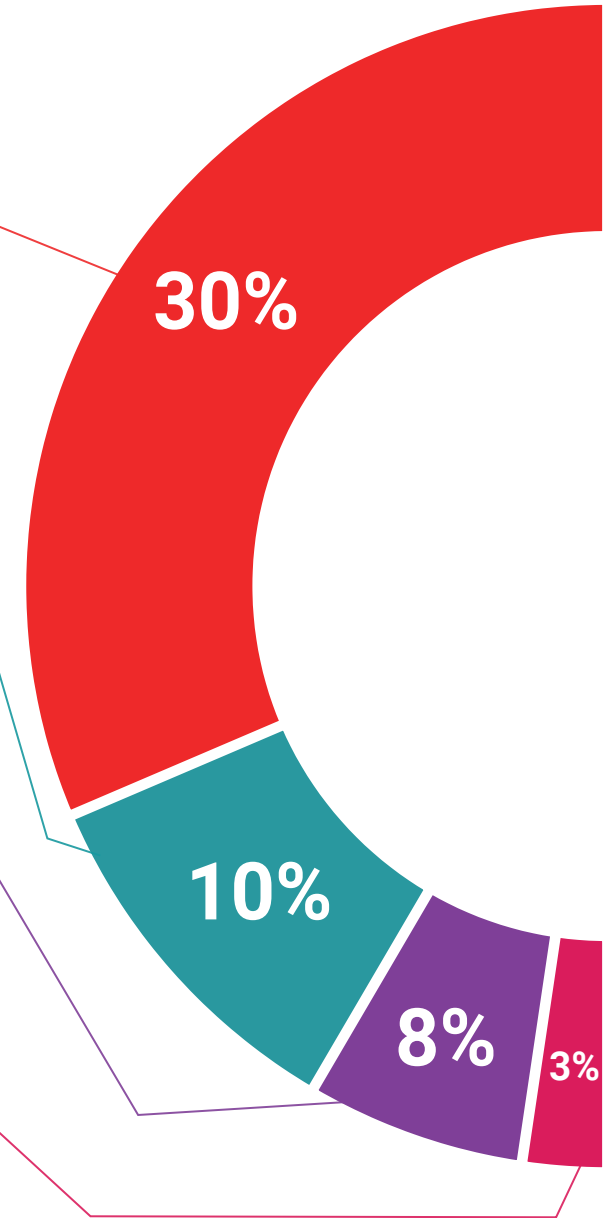
### Management Skills Exercises

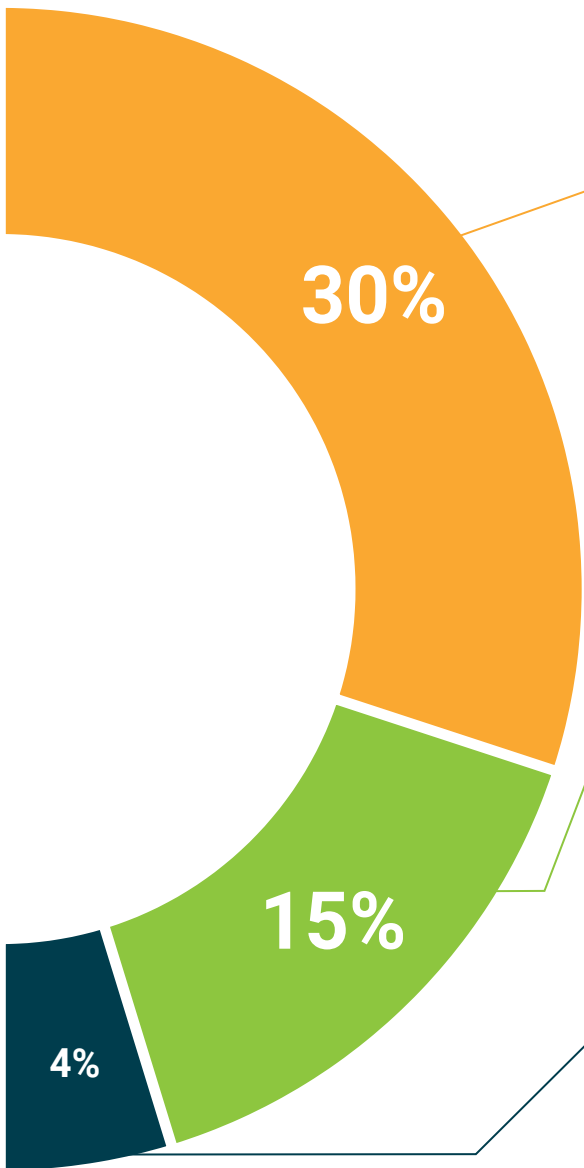
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



07

# Our Students' Profiles

The program is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social and Legal Sciences, Administrator and Economics

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate is also open to professionals who, being university graduates in any area, have two years of work experience in the field of Psychology Applied to Neuromarketing Practice.







“

*Focus your career in the Neu by applying the most innovative strategies in sales management”*

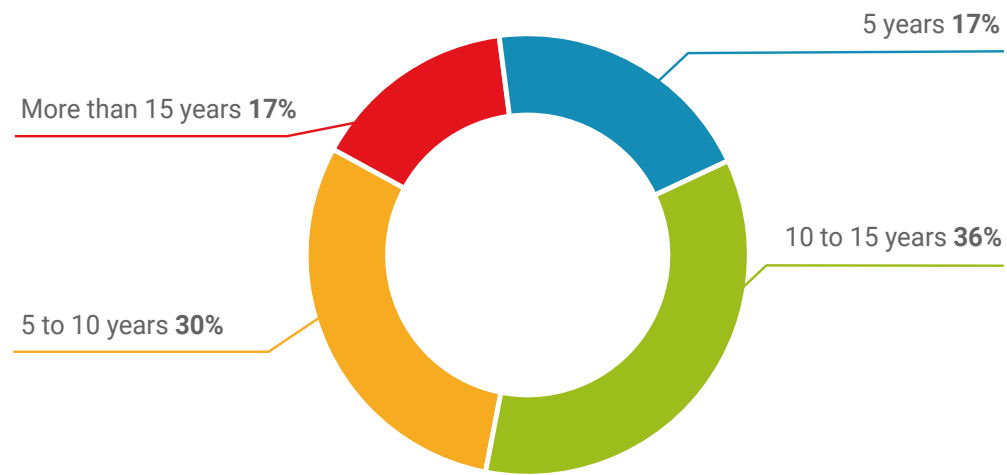
### Average Age

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Between **35** and **45** years old

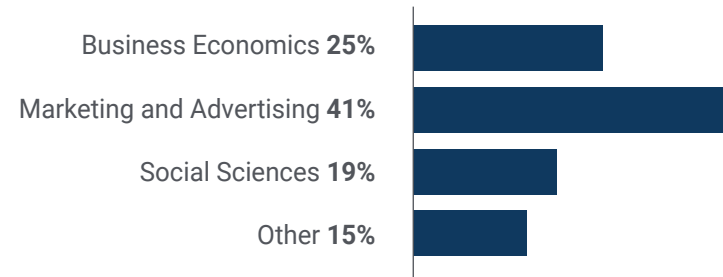
### Years of Experience

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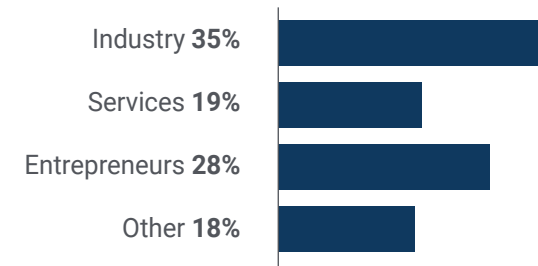
### Training

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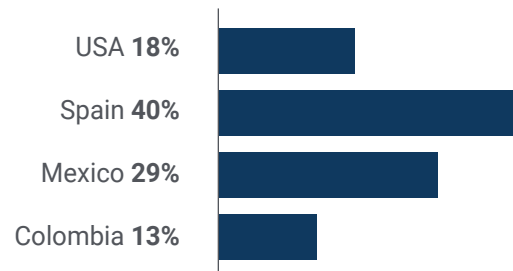
### Educational Profile

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## Geographical Distribution

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## Sofía Méndez Méndez

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*Head of the Marketing Department of an international company*

*"I was looking for a program that would allow me to delve into Neuromarketing in order to design related strategies for my company. The main problem was my lack of time to go to face-to-face teaching centers, but with TECH I found the perfect opportunity, doing it from home and with the help of professionals I admire"*

08

# Course Management

TECH distinguishes itself from other online study centers by its policy of incorporating the best specialists in the field of study in question into its teaching staff. For this purpose, this university not only carefully examines the academic background of the candidates, but also values their work experience in the sector. The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity is an example of this, as it has a teaching team made up of experts in Business Management and Neuromarketing, which guarantees a high quality program and exceptional support for graduates.





“

*Boost your professional career with the keys provided by the leading experts in Neuromarketing and Business Management”*

## Management



### Mr. Carrascosa Mendoza, Gabriel

- ♦ Researcher and director of Fusión Lab- Applied Neuromarketing Laboratory
- ♦ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association - AEN
- ♦ Degree in Business Administration and Management from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ♦ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ♦ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ♦ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)



09

# Impact on Your Career

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity is a unique opportunity for professionals who wish to stand out in the business world.

This program allows them to acquire the necessary knowledge to analyze how the human brain makes purchasing decisions and how to apply this information in the development of effective marketing strategies, boosting their careers.





“

*This is the change you've been looking for in your professional career. What are you waiting for to enroll?"*

## Are you ready to take the leap? Excellent professional development awaits

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity from TECH is an intensive program that prepares you to face challenges and business decisions in this field from Neuromarketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

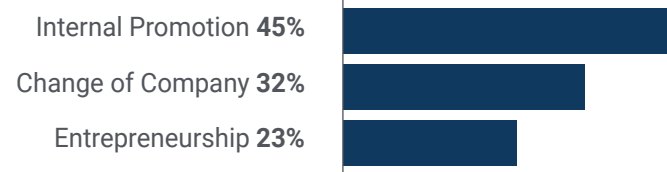
*Don't miss the opportunity to specialize with TECH and improve all your professional perspectives.*

*You will be a reference in your company, leading teams effectively to achieve the most ambitious goals through Neuromarketing.*

### Time of change



### Type of change



## Salary Increase

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The completion of this program represents a salary increase of more than **26.24%** for TECH students.



10

# Benefits for Your Company

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity contributes to elevate an organization's talent to its maximum potential by creating high-performing leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*Position yourself as the Marketing Director  
you deserve to be with the latest techniques  
in Neuromarketing”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Neuromarketing Applied to Commercial Activity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

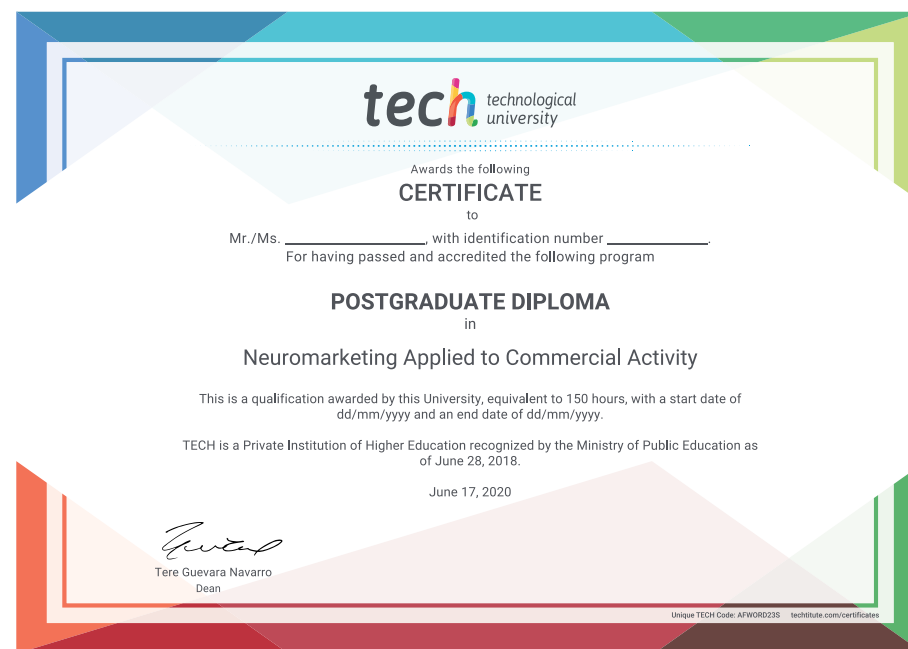
This **Postgraduate Certificate in Neuromarketing Applied to Commercial Activity** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Neuromarketing Applied to Commercial Activity**

Official N° of Hours: **150 h.**



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



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