

Postgraduate Certificate Psychology Applied to Neuromarketing Practice





Postgraduate Certificate Psychology Applied to Neuromarketing Practice

- » 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 degrees in the field of social sciences, administration and business

Website: www.techtitute.com/pk/school-of-business/postgraduate-certificate/psychology-applied-neuromarketing-practice

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01 Welcome

Psychology applied to consumer behavior enables the design of more effective marketing strategies. By mastering these skills, professionals can advance their careers and become more valuable to their companies, as they will be able to design and execute more effective advertising campaigns and better understand their results. Against this context, TECH aims to offer students a program that will turn them into leaders in this discipline with the best practical skills in the industry. Through the Neuromarketing knowledge offered in this program, they will be able to reach managerial positions and implement transformational innovations. All this learning is based on a 100% online study methodology: Relearning.



Postgraduate Certificate in Psychology Applied to Neuromarketing Practice.
TECH Technological University



“

Acquire, thanks to this program, the best skills in the design and analysis of Neuromarketing research applied to advertising campaigns to better understand consumer behavior”

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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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

This program delves into the main aspects of Psychology and Neuromarketing. Through this program, professionals will acquire skills to understand consumer behavior and design effective marketing strategies. In this way, they will boost their careers towards success and achieve prestigious positions within the management of various companies.



“

Design strategic marketing plans, based on intrinsic consumer motivation, after completing this 150-hour learning program”

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

The **Postgraduate Certificate in Psychology Applied to Neuromarketing Practice** enables students to:

01

Understand the relationship between Psychology and Neuromarketing, and how psychology can be used to understand and predict consumer behavior

04

Analyze the cognitive processes involved in consumer behavior, including memory, attention, and thinking, and how these processes can be exploited in Neuromarketing

02

Learn the fundamentals of Neuromarketing research, including Neuroscience techniques and research methodologies



03

Master the laws of sensation and the mechanisms of perception in the buying decision process, and how they can be applied in marketing strategies

05

Identify the biases and heuristics that influence consumer choice and decision making processes

06

Examine the fundamental principles of the Psychology of Language and its application in marketing communication

08

Detect emotions and feelings in the consumption process, and how these can be used to create more effective shopping experiences

09

Develop practical skills in the design and analysis of Neuromarketing research and the development of effective marketing strategies

07

Assess the different types of motivation and how they can be used in Neuromarketing to drive consumer decision making

10

Analyze the ethical implications in Neuromarketing and how they can be addressed effectively



05

Structure and Content

The Postgraduate Certificate in Psychology Applied to Neuromarketing Practice is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundation for your professional success.



“

Through this academic syllabus dedicated to the study of Neuromarketing, you will analyze the processes of choice and decision making can be driven by motivation”

Syllabus

The Postgraduate Certificate in Psychology Applied to Neuromarketing Practice will enable TECH graduates to develop theoretical and practical skills in this demanding field. In particular, they will delve into novel concepts such as cognitive psychology and memory, cognition and mental abilities, communication, motivation and emotions in consumption processes, and choice and decision-making processes.

Students will also have the opportunity to apply this knowledge in real marketing situations. This way, they will master the best tools for the design and analysis of Neuromarketing research. Furthermore, they will be able to develop effective campaigns for sectors as diverse as fashion, the food industry, among others.

Therefore, this program is an excellent option for those who are looking to advance in the field of Neuromarketing and expand their career opportunities from a managerial point of view. With this knowledge they will be able to face various professional challenges and ensure their immediate growth within the sector.

This Postgraduate Certificate takes place over 6 week and consists of 1 module:

Module 1

Psychology Applied to Neuromarketing Practice



Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Psychology Applied to Neuromarketing Practice 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. Psychology Applied to Neuromarketing Practice

1.1. Psychology and Neuromarketing: A Necessary Alliance

- 1.1.1. Consumer Psychology
- 1.1.2. Research in Psychology Applied to Neuromarketing
- 1.1.3. The Psychology of Essential Processes Applied to Neuromarketing

1.2. Sensations and Perceptions in the Purchase Decision Processes

- 1.2.1. The Laws of Sensation
- 1.2.2. Perception Mechanisms
- 1.2.3. Attention in Purchase Contexts

1.3. Cognitive Psychology: How does the Consumer Process Information and How does it Relate to Good Neuromarketing Activities?

- 1.3.1. Cognitive Psychology in Consumer Processes
- 1.3.2. Cognitive Science. Current Trends that Interact Consumers' Objectives with the Proposals They Receive as a Target Market
- 1.3.3. Levels of Analysis of Cognitive Processes

1.4. Memory and Consciousness: What Do Consumers Remember and What Do They Forget?

- 1.4.1. Memory and Intention
- 1.4.2. Memory and Attention
- 1.4.3. Automaticity and Memory

1.5. Cognition and Mental Capacities: Implications for Consumption Processes

- 1.5.1. Psychology of Thought, Information Processing in Consumption Contexts
- 1.5.2. Biases and Heuristics, how we Trick our Minds
- 1.5.3. Study of the Intelligence Present in Purchase, Use and Consumption Processes

1.6. Neuromarketing of Communication: Use of Language

- 1.6.1. Psychology of Language
- 1.6.2. Language Perception and Comprehension Processes
- 1.6.3. Language, Thought and Culture. The Power of Words in Neuromarketing

1.7. Motivation: What Drives the Consumer?

- 1.7.1. Motivation
- 1.7.2. Maslow's Hierarchy of Needs
- 1.7.3. Intrinsic and Extrinsic Motivation
- 1.7.4. Social Motives: Achievement, Power, Affiliation

1.8. Emotions and Feelings in Consumption Processes

- 1.8.1. Communication of Facial Expressions
- 1.8.2. From Emotions to Feelings
- 1.8.3. Emotional Evaluation and Subjective Emotional Experience

1.9. Neuromarketing in the Choice and Decision-Making Processes

- 1.9.1. Classical Models of Decision-Making
- 1.9.2. Emotion and Decision-Making
- 1.9.3. Choice, Impulse, and Compulsion to Buy

1.10. Learning by Conditioning: Implications for Consumer Processes

- 1.10.1. Classical Conditioning
- 1.10.2. Instrumental or Operant Conditioning
- 1.10.3. Applications



No customer will be able to resist you thanks to your strategies with Artificial Intelligence or Virtual Reality in the Customer Experience”



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.



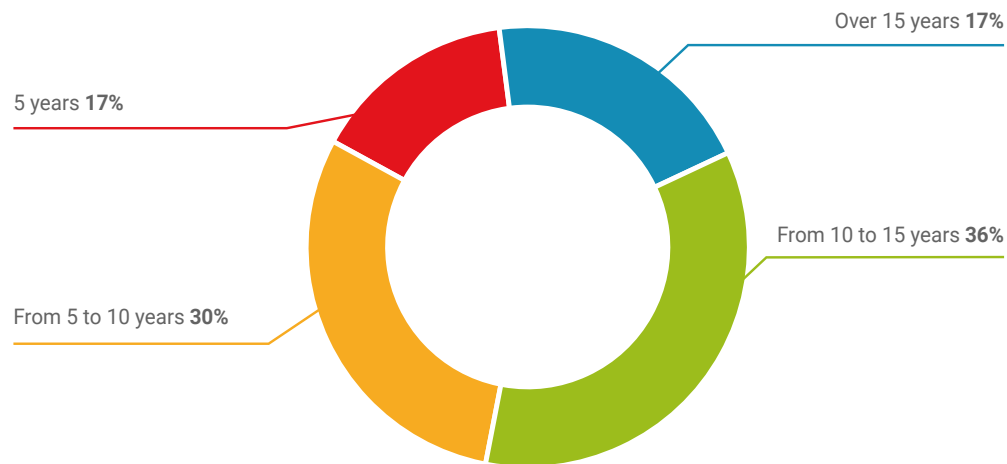
“

With this TECH Technological University program, you will identify different factors that influence consumers' purchasing decisions and how to manage them for the benefit of your company”

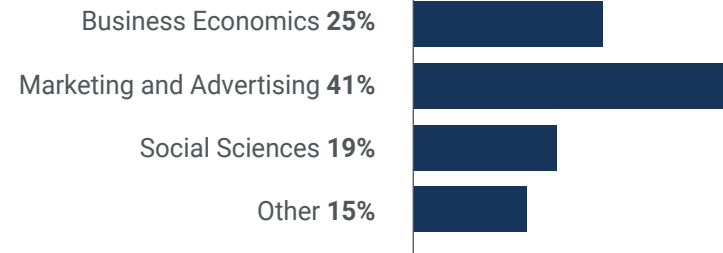
Average Age

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

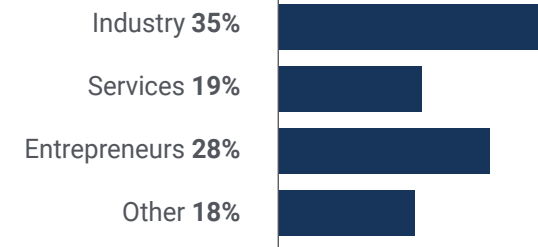
Years of Experience



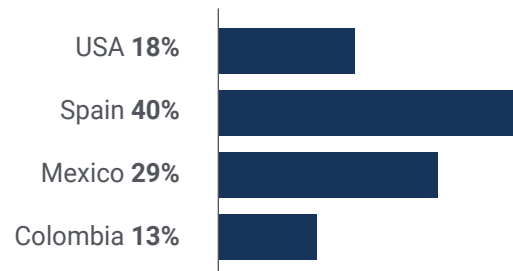
Training



Educational Profile



Geographical Distribution



Celeste Antunez

Sales Manager

"This program gave me the opportunity to acquire practical skills in the design and analysis of Neuromarketing research. In addition, I was able to do it at my own pace, without the pressure of having to travel to a study center and comfortably from home"

08

Course Management

For this Postgraduate Certificate, TECH offers a teaching team composed of highly qualified experts in the field of Psychology Applied to Neuromarketing. Each professor has extensive experience in the field, which allows them to impart practical and relevant knowledge for the working life of the students. In addition, this teaching team is constantly up-to-date to keep up with the latest trends and developments in the field. Furthermore, they have exceptional pedagogical skills to ensure that graduates understand the most complex concepts of this program.





“

TECH guarantees you a teaching staff of the highest excellence and prestige for this program”

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)



Professors

Mr. Pulido Martín, Pablo

- Health Psychologist of the Psychological Services Center La Paz
- Member of Rapid Action Team for Emergencies in railway accidents in RENFE (Spanish National Railway Network)
- Health psychologist in several companies
- Degree in Psychology from the Autonomous University of Madrid
- Specialist in Clinical Hypnosis, Autonomous University of Madrid
- Master's Degree in General Health Psychology from the Autonomous University of Madrid
- Internship in the subject Psychology of Thought at the Faculty of Psychology, Autonomous University of Madrid
- Training course in intervention with perpetrators of gender violence, in CUPIF association

09

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.





“

Manage all the strategies to control customer emotions and feelings in the consumption processes and how they can be used to create more effective shopping experiences”

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

The Postgraduate Certificate in Psychology Applied to Neuromarketing Practice from TECH is an intensive program that prepares you to face challenges and business decisions in this field. 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.

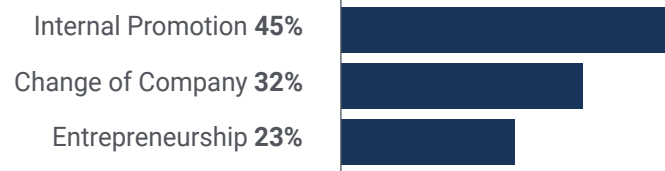
Understand how the communication of facial expressions influences Neuromarketing through this exceptional academic module.

Do not miss this opportunity and become a skilled manager in sales evaluation and Neuromarketing with this program from TECH Technological University.

Time of Change



Type of Change



Salary Increase

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 Psychology Applied to Neuromarketing Practice 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.



“

Don't wait any longer! You are just one click away from taking the definitive step to boost your professional career: enroll in this Postgraduate Certificate”

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.

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.

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 Psychology Applied to Neuromarketing Practice 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 Psychology Applied to Neuromarketing Practice** 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 Psychology Applied to Neuromarketing Practice**

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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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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