

# Postgraduate Diploma Applied Neuromarketing





## Postgraduate Diploma Applied Neuromarketing

- » Modality: online
- » Duration: 6 months
- » 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 and Legal Sciences, Administration and Business, as well as graduates in the field of Marketing and Advertising.

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

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# 01 Welcome

Increasing sales based on knowledge of the consumption patterns imposed by the way people's brains function is a reality. Thanks to the advances that have been made in the field of psychology, it is now possible to identify the emotions behind the customer's decision making when exposed to the possibility of purchasing a product. In this way, entities can determine sales strategies focused on the needs of their subconscious, increasing the chances of success with the launch of a campaign. Based on this, professionals in this field have become a highly sought-after figure in the job market, which is why TECH has considered the development of this 100% online program. This is a program through which students will be able to delve into the specifics of Applied Neuromarketing from the basis to its implementation in the current market.



Postgraduate Diploma in Applied Neuromarketing.  
TECH Technological University



“

*The best program in today's academic market to learn in detail the fundamentals and tools of neuromarketing for application in the current business environment”*

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

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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 ground-breaking 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 extremely high and aggressive competition that exists in today's market for any product or service has led professionals from different fields of the business sector to investigate increasingly specialized, innovative and effective techniques and strategies, such as those arising from neuromarketing. For this reason, the objective of this program is precisely to provide students with the most exhaustive and innovative information related to this field, which will help specialists to update their practice and take it to the highest level in order to achieve business success through the management of projects of the highest quality.



“

*A program designed for you to achieve even your most ambitious academic and professional goals through 450 hours of the best theoretical, practical and additional content related to Applied Neuromarketing”*

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

The Postgraduate Diploma in Applied Neuromarketing prepares students to:

01

Demonstrate the usefulness of the integration and applicability of the different techniques in marketing research together with neuromarketing

04

Generate critical thinking in the student and adopt the mindset of a multidisciplinary market researcher

02

Define the diversity of quantitative and qualitative techniques and neuromarketing tools

03

Concretize the design phases in a neuromarketing project

05

Present different ethnographic research techniques together with neuromarketing and their usefulness for a research project





06

Propose lines of action in communication projects with the integrity of various disciplines and highlight the importance of neuromarketing in the process

08

Present a clear vision of the user profile and their expectations in relation to the digital environment, identifying and understanding the online consumer behavior



09

Aligning the expectations of the companies and the online customer

07

Determine the importance of ethics in the neuromarketing world

10

Compile the main techniques and resources of neuromarketing applied to digital marketing, evaluating and adapting the communication strategies of the digital environment

11

Identify the role of social media strategy based on neuromarketing as a tool to understand the consumer and improve brand perception in this environment

12

Compile the main characteristics of web design based on neuromarketing, focusing on improving the customer experience

13

Identify ways to analyze, apply and structure the processes in Marketing under a more holistic view with the help of *Growth*





14

Analyze, in depth, the market beyond a SWOT, identifying new variables from the perspective of Social Media Intelligence and Growth Marketing

15

Focus on the consumer as the central axis of our entire business, beyond the product

16

Develop a new way of application in neuromarketing merged with Growth Insights

05

# Structure and Content

The teaching team has worked intensively for months to design the theoretical, practical and additional content included in this Postgraduate Diploma. Therefore, this program is the result of an exhaustive academic research, thanks to which it has been possible to shape a top-level syllabus, as well as a dynamic, specialized and cutting-edge multidisciplinary material. This way, students will have access to an unparalleled experience, which will allow them to specialize, in a guaranteed way, in the field of Applied Neuromarketing in only 6 months of 100% online learning.



“

*Would you like to delve into research techniques and their combination with neuromarketing today? Invest, then, in a program like this one that gives you everything you need to achieve this in a dynamic way”*

## Syllabus

TECH has included in the syllabus of this Postgraduate Diploma in Applied Neuromarketing 450 hours of the best theoretical, practical and additional content, which students will be able to take advantage of in order to obtain a broad and specialized knowledge of this field applicable to today's business environment. This is a 100% online academic experience that will help them to update their practice based on current market trends, allowing them to develop projects at the highest level.

Thanks to the exhaustive design of the syllabus, it has been possible to combine the fundamentals and tools of market research in the interaction of commercial activity and consumer behavior, with its application in today's digital environment. Therefore, students will not only be able to develop strategies for the off-line context, but will also be able to master the online world in a guaranteed way, offering a more complete and specialized service.

All this will help them to implement the most effective and innovative Social Media Intelligence and Growth Marketing strategies in their practice, raising their professional talent to the maximum and allowing them to become a high-level figure. This way, they will increase their chances of joining a prestigious company, as well as getting a promotion and, therefore, a considerable salary increase after only 6 months of 100% online learning.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Fundamentals and tools in market research in interaction with neuromarketing

### Module 2

Neuromarketing applied to the digital experience

### Module 3

Social media intelligence and Growth Marketing applied to neuromarketing



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

TECH offers the possibility of developing this Postgraduate Diploma in Applied Neuromarketing completely online. During the 6 months of the specialization, students will be able to access all the contents of this program at any time, which will allow them 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.** Fundamentals and tools in market research in interaction with neuromarketing

**1.1. The Trajectory of Market Research and the Role of Neuromarketing**

- 1.1.1. Market Research and Neuromarketing in Today's Scenario
- 1.1.2. Contributions of Neuroscience to Marketing Research
- 1.1.3. Neuromarketing and the Future of Marketing Research

**1.2. Business Intelligence Applied to Marketing Research and Neuromarketing**

- 1.2.1. From Market Research to Business Intelligence
- 1.2.2. Role of Neuromarketing in Business Intelligence
- 1.2.3. Techniques and Tools Applied to Market Research in Combination with Neuromarketing

**1.3. Research Techniques and their Combination with Neuromarketing Today**

- 1.3.1. Surveys in Combination with Neuromarketing and their Application to Marketing Research
- 1.3.2. Interviews and *Focus Groups* and their Combination with Neuromarketing applied to Market Research
- 1.3.3. Triangulation and its Importance in the Success of a Marketing Research Project

**1.4. Neuromarketing Tools Application to Marketing Research**

- 1.4.1. Facial Coding
- 1.4.2. Eye Tracker
- 1.4.3. Skin Conductance
- 1.4.4. Electroencephalogram
- 1.4.5. TAI

**1.5. Neuromarketing Research Design**

- 1.5.1. Briefing and Company Project
- 1.5.2. Recruitment Filter and Sample Recruitment
- 1.5.3. Field Work
- 1.5.4. Analysis and Interpretation of Results
- 1.5.5. Preparation and Presentation of Results
- 1.5.6. Lessons Learned and Conclusions

**1.6. Experiential Neuroqualitative and its Application to Market Research**

- 1.6.1. "Transformational "Insight
- 1.6.2. Experiential Neuro-Qualitatives
- 1.6.3. Usefulness of the Experiential Neuro-Qualitatives
- 1.6.4. Tools used in the Experiential Neuro-Qualitative
- 1.6.5. Execution of a Plan with Experiential Neuro-Qualitative

**1.7. Ethnographic Research and its Combination with Neuromarketing Applied to Marketing Research**

- 1.7.1. Ethnographic Research Combined with Neuromarketing
- 1.7.2. Objectives of Ethnography and Neuromarketing and its Powerful Combination from Market Research
- 1.7.3. Methodology in a Marketing Research Project: Ethnographic Research and Neuromarketing

**1.8. Neuromarketing and Digital Communication**

- 1.8.1. Building Winning Brands through Neuromarketing
- 1.8.2. Neuromarketing in Current Communication and Media Planning
- 1.8.3. Neuromarketing's Contributions to Traditional Communications

**1.9. Ethics in Neuromarketing**

- 1.9.1. Ethics Applied to Neuromarketing
- 1.9.2. Ethics in Advertising
- 1.9.3. NMSBA Code of Ethics

**1.10. Success Stories in Neuromarketing Market Research Projects**

- 1.10.1. The Contributions of Neuromarketing to the Analysis of a Brand
- 1.10.2. Project Neuromarketing in the Cosmetics Sector
- 1.10.3. Neuromarketing Project in the Pharmaceutical Sector



**Module 2.** Neuromarketing applied to the digital experience

**2.1. Consumer Behavior of Digital Experiences**

- 2.1.1. Marketing 5.0
- 2.1.2. The New Online Consumer
- 2.1.3. Psychology of the Online Shopper

**2.2. Neuromarketing and Digital Experiences**

- 2.2.1. Changes in Online Shopping Behavior
- 2.2.2. Neuromarketing as an Innovation in Digital Marketing
- 2.2.3. Digital Tools Applied to Neuromarketing

**2.3. Neuromarketing Techniques for Measuring Usability and User Satisfaction Levels**

- 2.3.1. Neuromarketing for Measuring Digital Environments
- 2.3.2. Research Design for Digital Environments
- 2.3.3. Interpretation of the Results

**2.4. Consumer Behavior in Social Networks**

- 2.4.1. User Behavior in Social Networks
- 2.4.3. Emotional Evaluation of a Brand: Tone, Voice and Style
- 2.4.4. Content Strategy Designed to Connect with the User

**2.5. Current user Behavior from a Neuromarketing Perspective**

- 2.5.1. Non-Conscious Processes in Online Customer Behavior
- 2.5.2. Awakening the Desire to Sell
- 2.5.3. Identifying Behaviors: The Customer Journey

**2.6. Neuromarketing as a Digital Tool applied to Business**

- 2.6.1. Design of Strategies: Neuromarketing, Empirical Knowledge and Design Thinking
- 2.6.2. Neuromarketing: A Necessary Asset for the Company's Toolkit
- 2.6.3. Neuromarketing as a Tool that Boosts the ROI of Digital Marketing Campaigns

**2.7. UX Techniques from a Neuromarketing Perspective**

- 2.7.1. UX Writing Techniques that Strengthen the Emotional Experience
- 2.7.2. UX Design with Neuromarketing Techniques
- 2.7.3. Web Pages that Work: Avoiding Confusing and Frustrating Customer Experiences
- 2.7.4. How Does the Brain Consume Web Pages?
- 2.7.5. Neuro Design Applied to Digital Marketing

**2.8. Neuromarketing in Online Advertising**

- 2.8.1. Online Advertising and Emotions
- 2.8.2. Implicit Memory in Digital Advertising
- 2.8.3. Neuromarketing as a Tool for Online Advertising

**2.9. A New Look at Digital Neuromarketing**

- 2.9.1. Digital Neuromarketing: Cognitive Biases
- 2.9.2. The Human Being We Call "Customer"
- 2.9.3. Cognitive Biases: a Different Perspective

**2.10. Neuromarketing for Researching User Behavior in Social Networks: Practical Application**

- 2.10.1. Real Case: Neuromarketing Research on Instagram
- 2.10.2. Definition of Research on Instagram
- 2.10.3. Tools Used in the Research
- 2.10.4. Analysis of the Research Results

**Module 3. Social Media Intelligence and Growth Marketing Applied to Neuromarketing**

**3.1. Growth and its Interaction with Neuromarketing**

- 3.1.1. Growth Marketing
- 3.1.2. Growth Neuromarketing
- 3.1.3. Meeting Points of Both Spaces

**3.2. Neuro Growth Marketing, the Fusion of the Future**

- 3.2.1. Growth Data and Neuromarketing Analyses
- 3.2.2. Market Research Under Neuro Growth Parameters
- 3.2.3. Strategy Development from the Neuro Growth Fusion

**3.3. Social Media Intelligence and its Touch Point with Neuromarketing**

- 3.3.1. Market Analysis with a Transversal Approach
- 3.3.2. Benchmarking and Neuromarketing
- 3.3.3. The Market, Analysis, Data and First Steps of the Strategy

**3.4. Growth Marketing Funnel and its KPIs Associated with Neuromarketing**

- 3.4.1. Traditional Growth Funnel Vs. Neuro Growth Funnel
- 3.4.2. KPIs Goals and Actionable KPIs of the Strategy
- 3.4.3. Determination of Objectives and Brand Strategy

**3.5. The Strategy and the Purchase Decision Process from a Neuro Growth Approach**

- 3.5.1. Data and Analysis on the Trigger in the Purchase Decision Process
- 3.5.2. Experience as an Ally in the Strategy
- 3.5.3. E-Commerce and its Role in the Purchasing Process

**3.6. Buyer Persona, its Path in the Buying Process**

- 3.6.1. Researching the Target Consumer from Neuro Growth
- 3.6.2. Touch Point of the Buyer Persona and the Decision-Making Process in Neuro Growth
- 3.6.3. Customer Journey Map, Expectations and Our Value Proposition

**3.7. Digital Ecosystem, Brand Presence and Neuromarketing**

- 3.7.1. Buyer Persona Expectations on Social Networks
- 3.7.2. Impact Generation Beyond Paid Media
- 3.7.3. Content Strategy Thinking about the Buyers and their Buying Process

**3.8. Content in Social Media from Neuromarketing**

- 3.8.1. Content and its Role in Buyer's Decision-Making
- 3.8.2. The Communication Tone and its Influence on Consumer's Decisions
- 3.8.3. Social Media, Omnichannel and the Experience with my Brand

**3.9. Life Time Value. The Long-Term Experience in Neuro Growth**

- 3.9.1. Understanding the Life Cycle of my Customer and the Product
- 3.9.2. Customer Life Time Value. Experiences as Determining Elements
- 3.9.3. Neuro Growth and the Optimization of my Customer's Life Time Value.

**3.10. Web Analytics and Purchase Flow in the Digital Channel**

- 3.10.1. Google Analytics and the Flow of the Purchase Process within the Web.
- 3.10.2. Interpretation and Analysis of the Leakage in the Process Under the Eyes of Neuro Growth
- 3.10.3. Web Analytics Data, Analysis, Optimizations and Neuro Growth



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*The use of the innovative Relearning methodology in the development of this program will save you hours of study time without sacrificing the quality and completeness of the information”*

# 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.



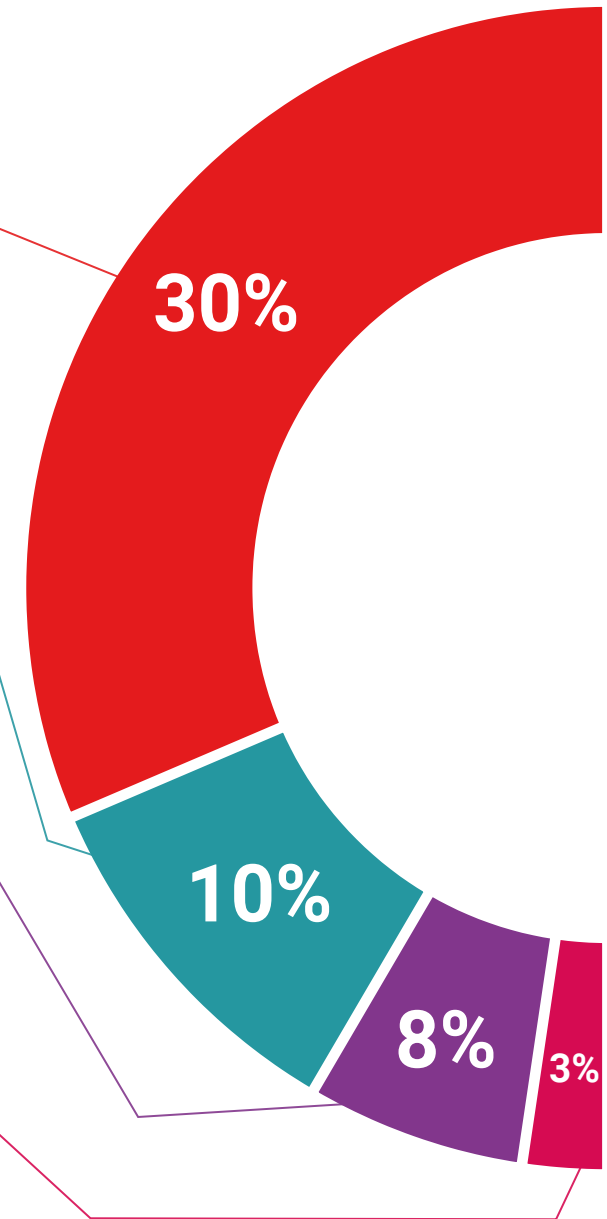
### Management Skills Exercises

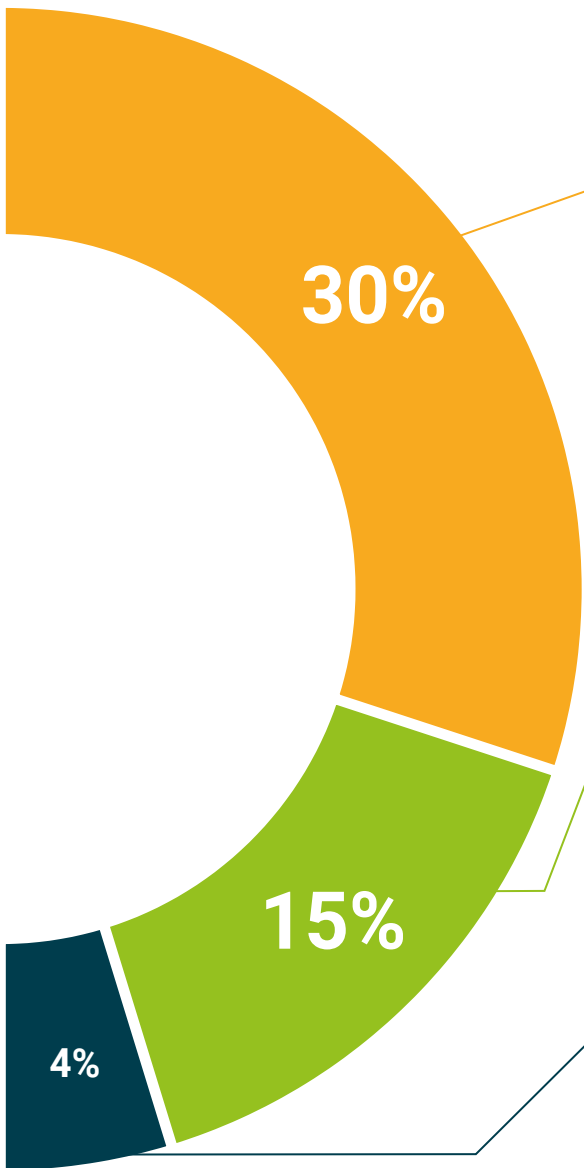
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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

This Postgraduate Diploma is aimed at university graduates, Postgraduates and undergraduates who have previously completed any of the following programs in the fields of social and legal sciences, administration and economics.

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

Professionals with a university degree in any field and two years of work experience in the field of advertising and marketing may also take the Postgraduate Diploma.





“

*A flexible and cutting-edge program, which adapts to different professional profiles that share the same objective: to achieve business success in the field of Applied Neuromarketing”*

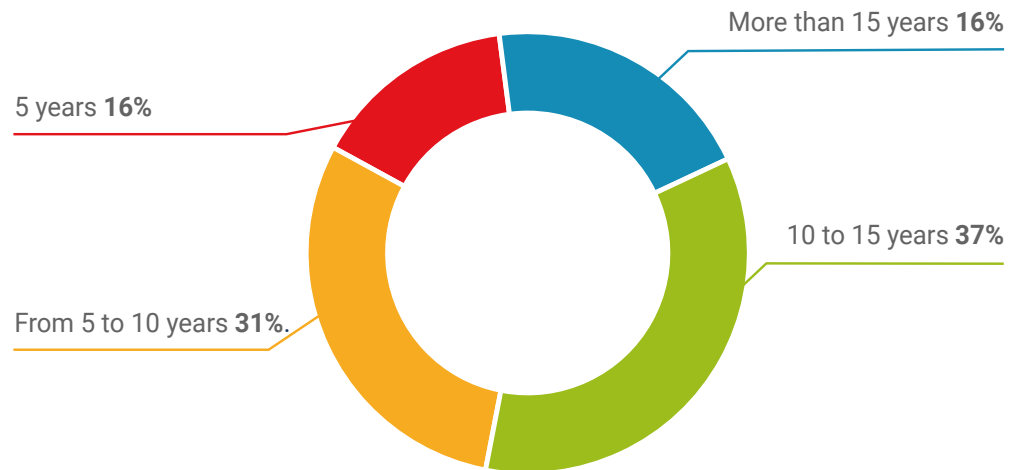
### Average Age

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

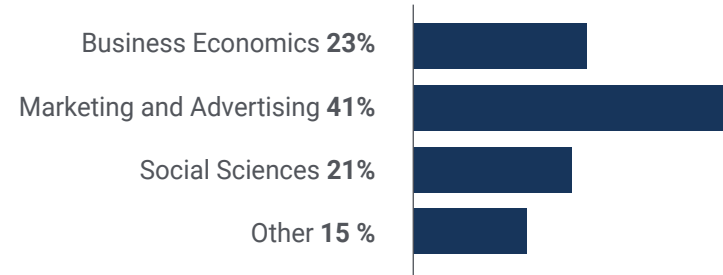
### Years of Experience

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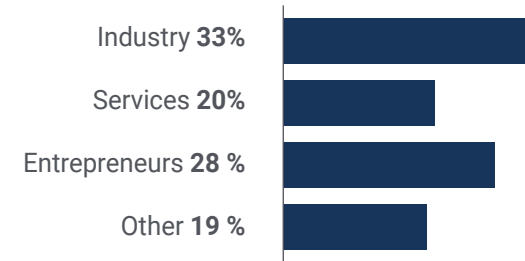
### Training

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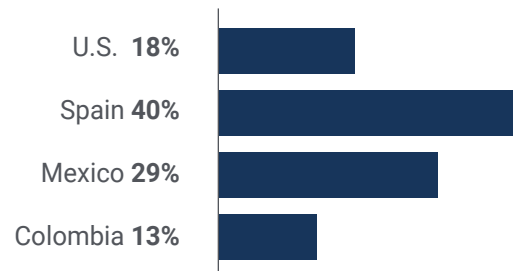
### Academic Profile

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## Geographical Distribution

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## Jorge Méndez

Senior Neuromarketing Lab Technician

*"I highly recommend the program to all those professionals in the Marketing sector, especially digital, who are looking for a qualitative leap in their careers. And thanks to this Postgraduate Diploma I have been able to update my skills in a booming area such as neuromarketing, accessing a diverse, complete and innovative syllabus that has allowed me to develop specialized projects and that, so far, have managed to achieve all the proposed objectives, even the most demanding"*

08

# Course Management

Academic support with a teaching team specialized in the field on which the program is based is one of TECH's signature features. That is why, for this Postgraduate Diploma, it has been selected a teaching staff of the highest level versed in psychology and business activity. This is a group of professionals who, in addition to having an unparalleled academic background, have led successful projects in the commercial environment, basing their strategies on the use of the most innovative and advanced neuromarketing techniques and tools, aspects that they will undoubtedly share with the student who accesses this program.





“

*Not all educational programs include a teaching staff that is well versed in the field. For this reason, TECH is different and better than the rest, since it offers you a guided and guaranteed accompaniment”*

## 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
- ♦ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)
- ♦ Degree in Business Administration from the University of Wales (United Kingdom)
- ♦ 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

## Professors

### Mr. Holgado Mollà, Jesús

- ♦ Client executive at Kantar Insights
- ♦ Analyst at Kantar Worldpanel
- ♦ Degree in Psychology from the URV
- ♦ Master's Degree in Neuromarketing at UNIR
- ♦ Bootcamp in Marketing Data Analytics at EDIX
- ♦ Member of Neuromarketing Science and Business Association (NMSBA)
- ♦ Currently pursuing studies related to Data Science and Marketing Analytics
- ♦ In-company Professor of Statistics and Marketing

### Ms. Alff Machado, Larissa

- ♦ Consultant and Implementation Technician at Fusion Lab Neuromarketing
- ♦ Graduate in Advertising from UNP
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from UCM
- ♦ Master's Degree in Digital Marketing from EAE Business School
- ♦ Postgraduate degree in Strategic Marketing from Rio de Janeiro Superior School of Marketing



**Ms. Carvacho, Carol**

- ◆ Growth Marketing Consultant Specialist in App at Embimedia
- ◆ Growth Marketing Consultant - Ecommerce
- ◆ Web Analytics Consultant at Centria group
- ◆ Degree in Design
- ◆ Neuromarketing Specialist
- ◆ Postgraduate in Neuromarketing
- ◆ Course in Ecommerce, Digital Media, Growth Marketing and Product Owner
- ◆ Teacher in IT Education, in different subjects such as Digital Marketing, Google Analytics, Social media ads, Ecommerce, HTML 5 Introduction, Email Marketing among others

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

09

# Impact on Your Career

Thanks to the exhaustiveness and the very high degree of rigor with which this Postgraduate Diploma has been designed, the students who access it will acquire a series of unique knowledge that will allow them to stand out for the development of innovative neuromarketing projects of the highest quality. They will work intensively to bring together the latest developments in this field with the most effective business strategies, increasing the quality of their professional profile and, therefore, giving them more opportunities to achieve a prestigious position within the best companies at an international level.



“

*Your mastery of Neuroinsight will place you at the top of the marketing industry, making you a prestigious professional after only 6 months of 100% online learning”*

*The program of this Postgraduate Diploma will give you the keys to develop a new approach to Digital neuromarketing, increasing your chances of achieving a considerable salary increase according to your quality.*

### Are you ready to take the leap? An excellent professional improvement awaits you

The TECH Postgraduate Diploma in Applied Neuromarketing is an intensive program that prepares students to face challenges and business decisions in the field of advertising and Marketing. Its main objective is to promote your personal and professional growth Helping students achieve success.

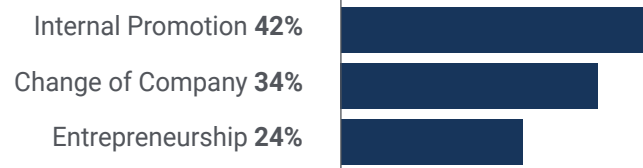
If you want to improve yourself, make a positive change at a professional level and network with the best, TECH is the place for you.

*A program that will mark a before and after in your professional career and with which, undoubtedly, you will achieve the goals you have always dreamed of through the mastery of the best strategies.*

### When the change occurs



### Type of change



## Salary increase

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The completion of this program represents a salary increase of more than **27.35%** for our students.



10

# Benefits for Your Company

Through the resolution of real cases, students who access this program will develop a series of skills that will allow them to implement in their practice the best techniques to act in complex cases, crisis situations or conflicts, always in favor of the benefits of the company they are part of. This way, TECH guarantees that the professionals trained with this Postgraduate Diploma will become an indispensable asset, not only because of the high degree of specialization of their knowledge, but also because of their leadership skills and solvency in the face of different problems.





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*With the results you will obtain after completing this program, any company will want to have you on their staff, opening the doors to a future full of great job opportunities”*

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.

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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 Diploma in Applied Neuromarketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Applied Neuromarketing** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Applied Neuromarketing**

Official N° of Hours: **450 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.



## Postgraduate Diploma Applied Neuromarketing

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Applied Neuromarketing

