

# Postgraduate Diploma Neuromarketing and Consumer Psychology





## Postgraduate Diploma Neuromarketing and Consumer Psychology

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

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-neuromarketing-consumer-psychology](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-neuromarketing-consumer-psychology)

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# 01 Welcome

Knowing what goes through the consumer's mind when faced with a purchasing process is a determining factor in Neuromarketing, since it allows its professionals to adapt commercial strategies to the needs of customers based on the emotions that emanate from them when they are confronted with an advertising stimulus. In this field, Psychology plays a fundamental role through specialized knowledge of the information processing patterns in the memory and consciousness of the person. This is why TECH has considered it necessary to develop a program that focuses precisely on this area, allowing marketing professionals to work on perfecting their skills through a 100% online program. This is an experience that will undoubtedly mark a before and after in their career through a specialization in Neuromarketing at the highest level.



**Postgraduate Diploma in Neuromarketing and Consumer Psychology**  
**TECH Technological University**



“

*A program that focuses on the necessary alliance between Psychology and Neuromarketing through the establishment of strategies that bring them together to carry out successful commercial projects”*

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

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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 countless studies that have been carried out in the area of Marketing have determined that Psychology and consumer habits are closely related, something that professionals should focus on in order to obtain the best results in the campaigns they present. Based on this, the objective of this Postgraduate Diploma is to provide the graduate with the information that will allow them to obtain a broad, specialized and up-to-date vision of Neuromarketing and its application in today's commercial environment.



“

*The more ambitious your goals, the more you will be able to get out of the 450 hours of diverse and multidisciplinary content included in this program”*



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

The Postgraduate Diploma in Neuromarketing and Consumer Psychology prepares students to:

01

Compile processes of analysis of market opportunities, evaluating the changing needs of the environment that demonstrate the need to coherently align the actions of a marketing plan with the results of Neuromarketing studies

04

Identify consumer buying behaviors in the different physical and digital distribution channels

02

Develop a common vision of action plans based on Neuromarketing with the values of the organization, which will allow to specify general and specific objectives, as well as to analyze and measure the results of applied neuromarketing

03

Establish working formulas that include the application of neuromarketing knowledge to create, define and transmit to the target market the organization's values in line with the organization's objectives and ethical principles



05

Evaluate and substantiate the role of emotions in the consumer buying decision process to generate the brand experience of users

06

Present the convergence of neurosciences and marketing and identify the different technologies and techniques used in the Neuromarketing discipline

07

Compile the advantages and disadvantages of Neuromarketing techniques, propose the ethical principles of their use and examine the challenges of these techniques

08

Develop critical thinking oriented to scientific rigor, allowing to establish theories and practical applications of high value



09

Examine the laws of perception that help us understand why we see the world the way we do and what remains outside our perception

10

Understand both the clean processes of reasoning and those distorted by biases and errors that converge in the purchase, use and consumption decision processes

11

Identify the most relevant factors that make information reach people in the way we want it to reach them





12

Analyze the motives that move individuals to act in a certain way and not another in their relationship with brands, products and services

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13

Fundamentals of key emotional processes, as well as the expression and identification of emotions as a starting point for good Neuromarketing management

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14

Define the fundamental mechanisms of behavioral and emotional change through conditioning that facilitate the successful implementation of Neuromarketing

05

# Structure and Content

TECH is aware that a face-to-face academic experience with a series of restricted schedules is a difficulty that prevents many professionals from specializing in their areas of interest. For this reason, the entire range of programs offered by this university is presented in a convenient and accessible 100% online format, thanks to which the graduate can design their own study plan. And it not only allows you to connect whenever you want, but from wherever you want, thanks to the compatibility of its Virtual Campus with any device with Internet connection, whether tablet, PC or mobile.





“

*The 450 hours of diverse content in this program will be hosted on a state-of-the-art Virtual Campus that you can access from any device with an Internet connection”*

## Syllabus

The design of the syllabus of this Postgraduate Diploma in Neuromarketing and Consumer Psychology has been designed, as it could not be otherwise, by the teaching team, which has worked intensively for months to shape a syllabus at the level of the best academic experience in the current market. Thanks to this, the graduate will be able to work conscientiously in their specialization with the guarantee of having the most exhaustive and innovative information in the sector.

They will have access to 450 hours of multidisciplinary material in which, in addition to the theoretical content, they will find: detailed videos, research articles, complementary readings, dynamic summaries of each unit, self-knowledge exercises and much more material. This will allow you to expand each section in a personalized way, adapting the academic experience to your demands and needs.

In addition, you will have case studies based on real business situations, which will allow you to work on perfecting your competencies for effective decision making, taking into account the cognitive component of the client, as well as the consumption patterns and trends that are dominating the current market. All this will allow you to considerably increase the quality of your professional profile, raising your talent to the maximum and increasing your chances of obtaining a prestigious position in the business context in which you work.

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

### Module 1.

Implementation of Neuromarketing in the company: a path of no return

### Module 2.

Psychology applied to the practice of Neuromarketing

### Module 3.

Consumer Psychology: impact of memory and personality on the buying process





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

TECH offers the possibility of developing this Postgraduate Diploma in Neuromarketing and Consumer Psychology 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. Implementation of Neuromarketing in the Company: A Path of No Return**

**1.1. The Neuromarketing Discipline**

- 1.1.1. Perimeter of Neuromarketing: Identify and Implement
- 1.1.2. Neuroscience Applied to Marketing
- 1.1.3. Areas of Application of Neuromarketing Actions

**1.2. Coherence Between Marketing Strategy and Neuromarketing Actions**

- 1.2.1. Neuromarketing in the Strategy as a Principle of the Action Process
- 1.2.2. Analysis of the Internal and External Context of the Company from the Neuromarketing Perspective
- 1.2.3. The Implementation of a Neuromarketing Strategic Plan

**1.3. Definition of Objectives, Measurement of Results and Connection with Customers with a Neuromarketing Vision**

- 1.3.1. The Objectives of the Neuromarketing Plan
- 1.3.2. Measuring Results and their Application to the Brand
- 1.3.3. Consumers' Needs as the Basis for their Emotional Connection with the Brand

**1.4. Consumer Behavior and Psychology**

- 1.4.1. Consumer Markets and Consumer Buying Behavior
- 1.4.2. The Purchase Decision Process in the Physical Channel
- 1.4.3. The Purchase Decision Process in the Online Channel

**1.5. The Power of Emotions in Consumer Behavior**

- 1.5.1. Emotions and their Role in Purchasing Decisions
- 1.5.2. Marketing of Feelings. The Activation of the Five Senses
- 1.5.3. Experience as the Sixth Sense

**1.6. Experiential Marketing: the Space to be Built by the Brand**

- 1.6.1. Innovation in the Communication Mix taking Neuromarketing into Account
- 1.6.2. Excellence at the Physical Point of Sale
- 1.6.3. Excellence in Digital Channels

**1.7. The Creation of Brand Value that Connects with Emotions**

- 1.7.1. Research Strategies to Identify Consumer Attraction Stimuli
- 1.7.2. Definition of the Brand Value Proposition Supported by Scientific Data
- 1.7.3. Limitations of Neuromarketing According to Physical and Online Channels

**1.8. Transformation of Market Research from Neuromarketing**

- 1.8.1. Types of Neuromarketing Actions Based on the Marketing Plan
- 1.8.2. Combination of Qualitative and Quantitative methods in the Neuromarketing Action Plan
- 1.8.3. Exploratory Work in Laboratories and Field Work

**1.9. Branding and Neuromarketing. Successful Alliance**

- 1.9.1. Neuromarketing at the Service of the Creation of Strong Brands
- 1.9.2. Points of Parity and Points of Difference: When Selling More Is the Consequence
- 1.9.3. Target-Market Selection: How Neuromarketing Helps Us

**1.10. Ethics in Neuromarketing**

- 1.10.1. Ethical Principles of Neuromarketing as a Market Research Technique
- 1.10.2. Advantages and Disadvantages of the Implementation of Neuromarketing Techniques
- 1.10.3. Challenges of Neuromarketing in the Medium and Long Term

**Module 2. Psychology Applied to the Practice of Neuromarketing**

**2.1. Psychology and Neuromarketing: a Necessary Alliance**

- 2.1.1. Consumer Psychology
- 2.1.2. Research in Psychology applied to Neuromarketing
- 2.1.3. The Psychology of Essential Processes applied to Neuromarketing

**2.2. Sensations and Perceptions in the Purchase Decision Processes**

- 2.2.1. The Laws of Sensations
- 2.2.2. Perception Mechanisms
- 2.2.3. Attention in Purchase Contexts

**2.3. Cognitive Psychology: How the Consumer Processes Information and its Relationship to Good Neuromarketing Activities**

- 2.3.1. Cognitive Psychology in Consumer Processes
- 2.3.2. Cognitive Science. Modern Currents that Interact the Consumer's Objectives with the Proposals Received as a Target Market
- 2.3.3. Levels of Analysis of Cognitive Processes

**2.4. Memory and Consciousness: What Consumers Remember and What They Forget**

- 2.4.1. Memory and Intention
- 2.4.2. Memory and Attention
- 2.4.3. Automaticity and Memory

**2.5. Cognition and Mental Capacities: Implications in the Consumption Processes**

- 2.5.1. Psychology of Thought, Information Processing in Consumption Contexts
- 2.5.2. Biases and Heuristics, How we Cheat Ourselves with the Mind
- 2.5.3. Study of the Intelligence Present in Purchase, Use and Consumption Processes

**2.6. Neuromarketing of Communication: Use of Language**

- 2.6.1. Psychology of Language
- 2.6.2. Language Perception and Comprehension Processes
- 2.6.3. Language, Thought and Culture. The Power of Words in Neuromarketing

**2.7. Motivation: What Motivates the Consumer**

- 2.7.1. Motivation
- 2.7.2. Maslow's Hierarchy of Needs
- 2.7.3. Intrinsic and Extrinsic Motivation
- 2.7.4. Social Motives: Achievement, Power, Affiliation

**2.8. Emotions and Feelings in the Consumption Processes**

- 2.8.1. Communication of Facial Expressions
- 2.8.2. From Emotions to Feelings
- 2.8.3. Subjective Emotional Experience and Assessment

**2.9. Neuromarketing in the Choice and Decision-Making Processes**

- 2.9.1. Classical Models of Decision-Making
- 2.9.2. Emotion and Decision-Making
- 2.9.3. Choice, Impulse and Compulsion to Buy

**2.10. Learning by Conditioning: Implications for Consumption Processes**

- 2.10.1. Classical Conditioning
- 2.10.2. Instrumental or Operant Conditioning
- 2.10.3. Applications

**Module 3. Consumer Psychology: Impact of Memory and Personality on the Buying Process**

**3.1. Psychological Aspects Related to Consumer Behavior**

- 3.1.1. Analysis and Contributions of Psychology to Consumer Behavior
- 3.1.2. The Psychological Core: Internal Consumer Processes
- 3.1.3. Consumer Understanding and Behavior

**3.2. Personality Theories related to Purchase Behavior**

- 3.2.1. Psychodynamic Theory
- 3.2.2. Humanistic Theory
- 3.2.3. Trait Theory
- 3.2.4. Personality Traits and Consumer Behavior

**3.3. Personality and Consumer Behavior**

- 3.3.1. The Consumer as an Individual
- 3.3.2. Personality Aspects
- 3.3.3. Personality and Understanding Consumer Behavior

**3.4. Psychographics: Values, Personality and Lifestyles. How do They Influence Consumer Behavior?**

- 3.4.1. Values as an Influence on Consumer Behavior
- 3.4.2. Personality Research Methods
- 3.4.3. Behavioral Patterns and Lifestyle
- 3.4.4. Psychographics: Combination of Values, Personalities and Lifestyles

**3.5. Memory as an Internal Influence on Consumption Behavior**

- 3.5.1. How the Brain Encodes Information
- 3.5.2. Memory Systems
- 3.5.3. Associations: How does the Memory Store Information?
- 3.5.4. Memory and Retrieval

**3.6. The Role of Memory in Consumer Decisions**

- 3.6.1. Evocation of Memories
- 3.6.2. Memory and Emotion
- 3.6.3. Memory and Context
- 3.6.4. Memory and Perceived Purchase Experience

**3.7. Consumer Attitude Formation and Attitude Change**

- 3.7.1. Attitudes
- 3.7.2. Structural Models of Attitudes
- 3.7.3. Attitude Formation
- 3.7.4. Attitude Change Strategies

**3.8. Attribution Studies. A Panoramic View from the Consumer's Perception**

- 3.8.1. Attribution Theory
- 3.8.2. Sensory Dynamics of Perception
- 3.8.3. Elements of Perception
- 3.8.4. Image Formation in the Consumer

**3.9. Helping Behavior as a Facilitator of Well-Being in Consumer Behavior**

- 3.9.1. Helping Behavior
- 3.9.2. Costs and Benefits
- 3.9.3. Providing or Requesting Help
- 3.9.4. The Aid Conduct in the Commercial Sphere

**3.10. Consumer Decision-Making**

- 3.10.1. The Cognitive Component of Consumer Decision-Making
- 3.10.2. Strategic Implications in Consumer Decisions
- 3.10.3. Purchase Behavior: Beyond the Decision





“

*What mobilizes the consumer? With this Postgraduate Diploma you will delve into the keys to their behavior through Maslow's hierarchy of needs, focusing on the best guidelines for intrinsic motivation”*

# 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.*



## 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.

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

## 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.







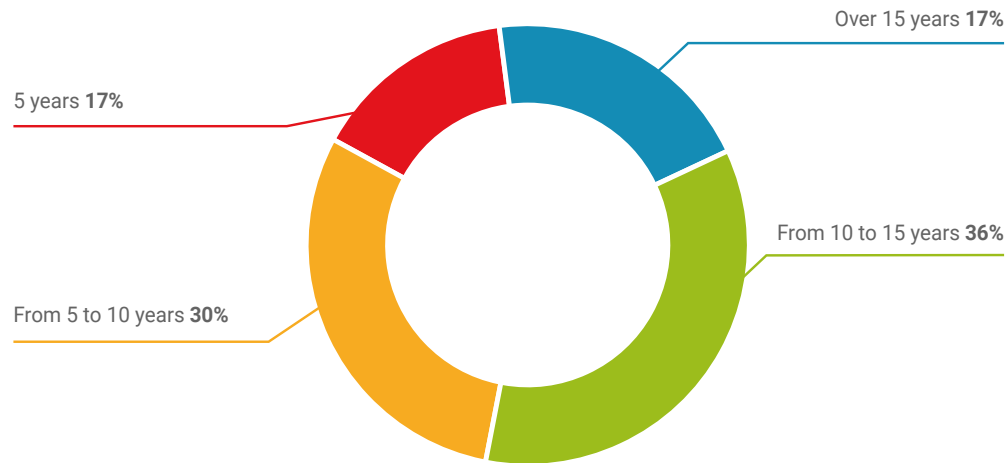
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*A program that will involve you in consumer processes through knowledge-based learning and the resolution of situations based on real contexts of today's market”*

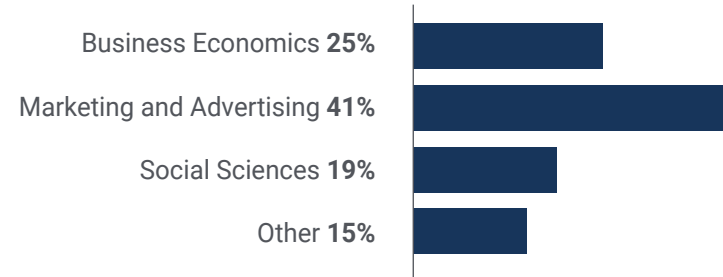
### Average Age

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

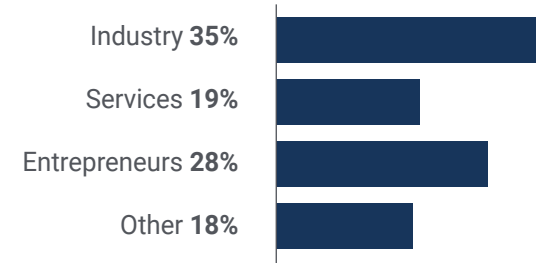
### Years of Experience



### Training

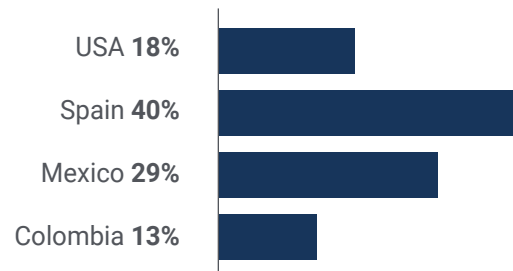


### Educational Profile



## Geographical Distribution

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## Ricardo Fuentes

Sales Manager specializing in Neuromarketing

*"Today's market has become a battlefield where only the strongest can survive. For that reason, for Marketing professionals it is a real necessity to be constantly keeping our knowledge up-to-date. And if we can do it through complete, dynamic and exhaustive qualifications such as this Postgraduate Diploma, so much the better. In this program I have found everything I needed to master the most effective and innovative trends in the area of Neuromarketing in just 6 months"*

08

# Course Management

The teaching staff of this Postgraduate Diploma in Neuromarketing and Consumer Psychology has been designed by TECH taking into account not only the candidates' resumes, but also their interests in working to the maximum in order to offer an academic experience of the highest level. Therefore, in addition to offering the support of a group of professionals versed in Psychology and Advertising, the graduate will have the assurance that all of them will do their best to get the most out of the program, lending their help to do so.



“

*The Neuromarketing experts included in this program will be available to answer any questions you may have during the course of the 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 - ENA
- ♦ Degree in Business Administration from the University of Wales.
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes EUMC
- ♦ Postgraduate Diploma: Neuromarketing and Consumer Behavior by the 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

### Ms. El Mehdi, Ibtissam

- ♦ Analyst and Marketing Consultant at Sprinklr
- ♦ Head of the Marketing and Communication Department at Hispasur Global Trading
- ♦ Integral Marketing Strategy Coach and Consultant
- ♦ Degree in Marketing and Market Research from the University of Malaga
- ♦ Executive Master's Degree in Hotel and Catering Business Management at The OSTELEA School of Tourism & Hospitality
- ♦ Certification in "Branding and Digital Neuromarketing, the Science of Selling" by Udemy
- ♦ Postgraduate Certificate in "Neuromarketing Course" by Ibecon

### Ms. Parra Devia, Mariana Sofía

- ♦ Collaborator in the Technical Department of Fusion Lab Neuromarketing
- ♦ Psychoeducational Evaluator
- ♦ Customer Service Representative in Sutherland
- ♦ Community Manager of Johanna Posada Curvy and Gee.Geestore
- ♦ Degree in Psychology from Universidad del Norte in Colombia
- ♦ Postgraduate Certificate in Leadership and Emotional Education by Flich
- ♦ Community Management Course by Domestika



**Mr. Pulido Martín, Pablo**

- ◆ Health Psychologist at La Paz Psychological Services Center
- ◆ Member of the Rapid Action Team for Railway Accident Emergencies in RENFE
- ◆ Health Psychologist in several companies
- ◆ Degree in Psychology from the Autonomous University of Madrid
- ◆ Specialist in Clinical Hypnosis by the Autonomous University of Madrid
- ◆ Master in General Health Psychology by 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 aggressors due to gender violence, in CUPIF association



*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

The fact of having the latest and most exhaustive information will help the graduate to obtain a complete, current and specialized vision of the most effective Neuromarketing methodologies in the current commercial market. This will translate into a top-level design of advertising campaigns based not only on the needs of customers, but also on their emotions and behavioral patterns in the face of advertising stimuli. Therefore, the professional will elevate their talent to the top of the sector, increasing their chances of reaching prestigious jobs.





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*If you feel that your career needs a qualitative leap, this Postgraduate Diploma is a unique opportunity to achieve it through specialization in a booming area such as Neuromarketing”*

*Thanks to this program, you will be able to identify how companies apply the concepts related to consumer behavior when making marketing decisions, in order to fight against the competition efficiently.*

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

The TECH Postgraduate Diploma in Neuromarketing and Consumer Psychology 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.

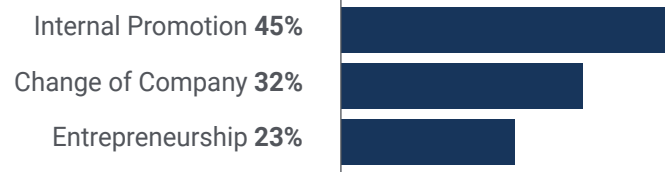
If you want to improve yourself, make a positive change at a professional level and network with the best, TECH is the place for you.

*This Postgraduate Diploma will not only open the doors to a wider labor market, but will also allow you to apply for more prestigious jobs in the area of Marketing and, therefore, better remunerated.*

### 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

TECH places special emphasis with this type of program so that students obtain, in addition to the most comprehensive, current and specialized knowledge, the competency guidelines that allow them to develop a successful business activity based on effective management and the application of the best strategies. Therefore, when the graduates complete the 6 months of education, they are prepared to face the most complex situations, giving the opportunity to the entities of which they are part to solve any inconvenience through a commercial practice of the highest level.



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*The highly specialized level of expertise in Neuromarketing that you will obtain with this Postgraduate Diploma will make you an indispensable asset in your company, as well as a highly demanded one in today's job market”*

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 Neuromarketing and Consumer Psychology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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

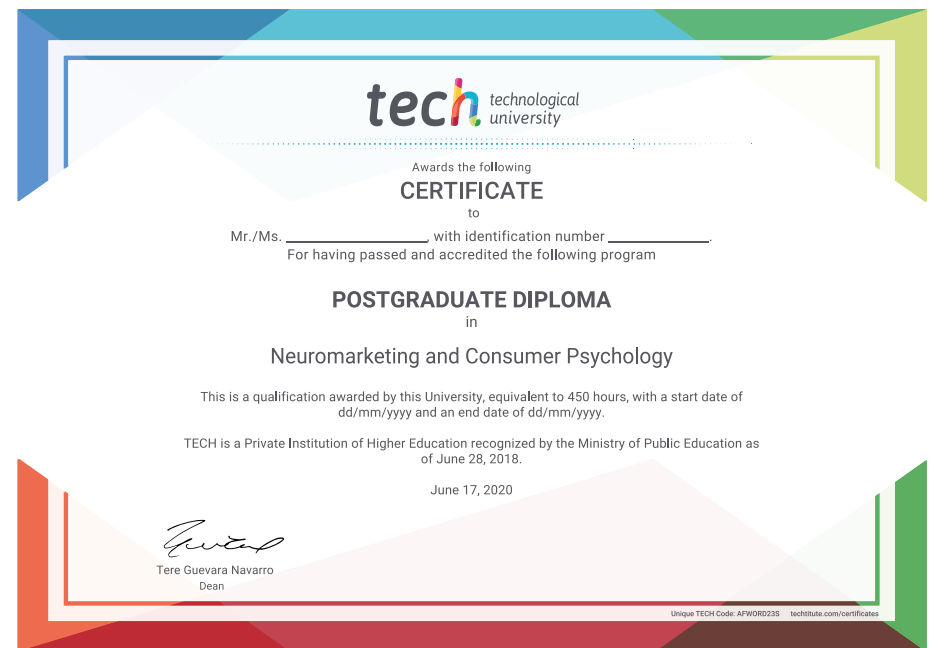
This **Postgraduate Diploma in Neuromarketing and Consumer Psychology** contains the most complete and up-to-date program on the market.

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 Neuromarketing and Consumer Psychology**

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 Neuromarketing and Consumer Psychology

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

# Postgraduate Diploma Neuromarketing and Consumer Psychology

