

# Executive Master's Degree Applied Neuromarketing

**M A N**



## Executive Master's Degree Applied Neuromarketing

- » Modality: online
- » Duration: 12 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.techtitute.com/pk/school-of-business/professional-master-degree/master-applied-neuromarketing](http://www.techtitute.com/pk/school-of-business/professional-master-degree/master-applied-neuromarketing)

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# 01 Welcome

The changes that have taken place in recent decades with respect to the consumer habits of society and the continuous studies in this field have made it possible to develop highly beneficial advertising strategies for entities, which have resulted in a significant increase in sales and profits. In this sense, neuromarketing plays a fundamental role through the analysis of consumer decision making based on purchase stimuli, measuring their rational and emotional side and creating marketing techniques that directly reach their brains. For this reason, and due to its effectiveness, it is a highly demanded field in today's labor market, which is why TECH has developed this program. This is a 100% online program of the highest academic level thanks to which graduates will be able to develop and manage a neuromarketing project in any company, following the most innovative, effective and avant-garde consumer psychology guidelines and strategies.



Executive Master's Degree in Applied Neuromarketing.  
TECH Technological University



*You are only 12 months away from mastering the basics of neuromarketing and being able to succeed in the business world due to the high degree of specialization that you will obtain with this Executive Master's Degree”*

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* 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

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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 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

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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

Professionals in the field of neuromarketing must have a practical, current and realistic vision of the essential aspects of this sector, thanks to which they can carry out successful research and strategic design based on the trends that are obtaining the best results in today's business market. For this reason, the objective of this Executive Master's Degree is none other than to provide graduates with the most comprehensive and cutting-edge information related to this field, so that they can carry out action plans based on the needs of customers and exceeding their expectations as the main and essential motive.



“

*If your objectives include assessing and substantiating the role of emotions in the consumer buying decision process to generate user brand experience, this program is perfect for you”*

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

The Executive Master's Degree in Applied Neuromarketing will enable the student to:

01

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

04

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

02

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

03

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

05

Analyze the positions “manipulate” and “persuade” to generate tools and collective approaches within the organization that connect more and better with the end market, from dynamism, ethics and through emotions





06

Examine the factors involved in the process of learning from errors in a constructive way

08

Develop performance formulas that break the duality of “guidelines” vs. “Improvise”, being able to concretize the benefits of aligning what is sought with what is found in the emotional management of the teams



07

Demonstrate how working in a results-oriented way is more effective and improves on the traditional sales orientation, opening new doors in team management, overcoming short-termism and unrealistic objectives to shape sustainable value creation

09

Assess cases of application of Sensory Marketing, establishing relationships between theory and practice

10

Develop and propose approaches for the application of sensory marketing and neuromarketing in brands and companies

11

Examine memory processes, and how they influence product choice in neuromarketing

14

Assess the electroencephalogram as an applied neuroscience technique

12

Analyze the functioning and relevance of PET in neuromarketing



13

Introduce the methodology of fMRI and MRI in neuromarketing studies

15

Analyze the functioning of the galvanic response and its relevance to neuromarketing

16

Assessing eye-tracking as an applied neuroscience technique

18

Fundamental knowledge of the brain and its use in the development of applied neuroscience techniques



19

Identify the different types of neurons and distinguish the parts of the nervous system and how they affect buyer decision making

17

Propose the use of facial-coding as a neuromarketing technique

20

Determine the processes of attention and consciousness, and their influence on neuromarketing

# 05 Skills

The vast majority of programs currently offered in the academic market are mainly focused on purely theoretical curricula with which graduates only broaden their knowledge. However, TECH goes a step further and in addition to offering the best and most complete syllabus, it guarantees an experience through which students can perfect their professional skills by solving practical cases based on real situations, allowing them to develop their own strategies for the different types of contexts that may arise in the neuromarketing business environment.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*Mastering the skills of a digital neuromarketing expert will open many doors in today's job market, serving as an asset to get the best jobs”*

01

Analyze the most common obstacles that companies encounter when implementing neuromarketing and approaching changes in consumer behavior

02

Establish the objective differences of investigating ambience, signage and communication elements at the point of sale versus the process of investigating these same elements contextualized within an area or section where the customer receives a multitude of emotionally competent stimulation

03

Determine the concept of internal customers as a first step to meet their expectations and integrate them into the communication and information management processes

04

Demonstrate how the principles of social psychology help to create collaborative, realistic and motivating work environments, combating resistance to change and conformism that would otherwise be installed to a greater or lesser extent within the team

05

Determine what Growth Marketing is, how it differs from traditional methods and how strategies are assessed under these insights



06

Develop market studies where the focus is not only on the competition and the product, but also on the consumers and their behaviors

08

Examine the web and compile data to help develop the next steps of the established strategy and facilitate decision making to optimize performance

09

Identify each step of the strategy within the Growth Marketing funnel, defining the KPIs that helped to better understand how to approach the brand's objectives

07

Learn how to read data to demonstrate what consumer behaviors are and how to establish a strategy to achieve the objectives

10

Identify the customer value of the brand and analyze the different ways in which the measurement of this KPIs can be proposed, in order to establish a long-term strategy based on lifetime value data



11

Apply all Growth tools merged with neuromarketing to develop a more analytical thinking based on both concepts and their fusion

14

Demonstrate the role that neuromarketing plays in the digital environment and how it has the ability to enhance the digital marketing strategy of companies through measurements that provide accurate data on browsing and purchasing behavior

12

Propose tools such as Customer Journey to identify and predict both consumer emotions and the moments of contact between them and the brand



13

Compile the key aspects of online advertising from a neuromarketing point of view

15

Present a real case that demonstrates the application and measurement of neuromarketing in social networks, offering a practical view of neuroscience research in digital environments



16

Examine the importance of thinking and practicing marketing focused on improving the customer experience, from a perspective that seeks to truly understand consumer behavior in order to deliver relevant brands, products and services to the customer

18

Demonstrate the relationship of the sensory system and its characteristics with the purchase behavior to understand the customer and be a relevant brand in the market

19

Analyze the main senses of the human body with a practical approach from the point of view of companies and brands

17

Identify important characteristics of human senses and emotions, relating them to consumer behavior

20

Identify commercial and marketing strategy opportunities based on sensory marketing and neuromarketing



06

# Structure and Content

TECH invests hundreds of hours in the design of each of its programs, which has made it possible to launch top-level programs that have helped thousands of graduates to achieve business success. In addition to using the help of the teaching team to create the material, they use the most avant-garde and innovative teaching methodologies, among which Relearning stands out. Therefore, through the gradual reiteration of the most important concepts throughout the syllabus, the students expand their knowledge in a natural and progressive way, without the need to invest extra hours in memorizing and allowing them to use the time they save to delve deeper into each section thanks to the additional multidisciplinary material in each of the programs.



“

*A 100% online program that will give you the keys to perfectly manage the fundamentals and tools in market research thanks to which you will raise your company to the top of your sector”*

## Syllabus

The syllabus of this Executive Master's Degree in Applied Neuromarketing has been designed by TECH and by a team of experts in Psychology and Business Administration, in order to bring together, in a single program, all the information that graduates need to master, in just 12 months of 100% online education, the keys of this field to carry out a professional practice of the highest business level.

Based on this, they have selected 1,500 hours of the best theoretical, practical and additional content based on current developments in the sector, thanks to which students will be able to delve into aspects such as the impact of memory in the purchasing process, the fundamentals and tools in market research or the neurological and technological bases applied to neuromarketing, among others.

In addition, this program will help them to put their skills into practice, perfecting those they will need to succeed in the business world: leadership skills, problem solving, pressure management, design of success plans, time management, etc. This will allow them to face any job offer with total confidence, making them the ideal candidates to occupy the most prestigious positions in international entities in different fields in the current business context.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

- Module 1** Implementation of neuromarketing in the enterprise: 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
- Module 4** Fundamentals and tools in market research in interaction with neuromarketing
- Module 5** Neurological bases and neuroscience technology applied to neuromarketing
- Module 6** Sensory marketing: connecting with the consumer's senses from the neuromarketing field
- Module 7** Neuromarketing applied to the digital experience
- Module 8** Social Media Intelligence and Growth Marketing applied to Neuromarketing
- Module 9** Neuromarketing applied to organizational development
- Module 10** Neuromarketing applied to face-to-face commercial activities, online channel, meetings and negotiations



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

TECH offers the possibility of developing this Executive Master's Degree in Applied Neuromarketing completely online. During the 12 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 enterprise: 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. Consistency 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. Implementation of a Strategic Neuromarketing Plan

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

- 1.3.1. The Objectives of the Neuromarketing Plan
- 1.3.2. Measuring Results and its Application to Branding
- 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 Purchasing 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. Brand Value Creation that Connects with Emotions**

- 1.7.1. Research Strategies to Identify Consumer Attraction Stimuli
- 1.7.2. Defining the Brand Value Proposition Based on Scientific Data
- 1.7.3. Limitations of Neuromarketing according to Physical and Online Channels

**1.8. Transforming 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 Fieldwork

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

- 1.9.1. Neuromarketing at the Service of Building 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 Sensation
- 2.2.2. Perception Mechanisms
- 2.2.3. Attention in Purchase Contexts

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

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

**2.4. Memory and Consciousness: What Do Consumers Remember and What Do 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 for Consumption Processes**

- 2.5.1. Psychology of Thought, Information Processing in Consumption Contexts
- 2.5.2. Biases and Heuristics, how we Trick our Minds
- 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 Drives 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 Consumption Processes**

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

**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 Consumer 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 Buying 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. Consumer Personality and Behavior**

- 3.3.1. The Consumer as an Individual
- 3.3.2. Facets of Personality
- 3.3.3. Personality and the Understanding of 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: Combining Values, Personalities and Lifestyles

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

- 3.5.1. How Does the Brain Encode Information?
- 3.5.2. Memory Systems
- 3.5.3. Associations: In What Ways 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. Behavioral Help
- 3.9.2. Costs and Benefits
- 3.9.3. Providing or Requesting Help
- 3.9.4. The Conduct of Assistance 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. Buying Behavior: Beyond the Decision



**Module 4.** Fundamentals and tools in market research in interaction with neuromarketing**4.1. The Trajectory of Market Research and the Role of Neuromarketing**

- 4.1.1. Market Research and Neuromarketing in Today's Scenario
- 4.1.2. Contributions of Neuroscience to Marketing Research
- 4.1.3. Neuromarketing and the Future of Marketing Research

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

- 4.2.1. From Market Research to Business Intelligence
- 4.2.2. Role of Neuromarketing in Business Intelligence
- 4.2.3. Techniques and Tools Applied to Market Research in Combination with Neuromarketing

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

- 4.3.1. Surveys in Combination with Neuromarketing and their Application to Marketing Research
- 4.3.2. Interviews and Focus Groups and their Combination with Neuromarketing applied to Market Research
- 4.3.3. Triangulation and its Importance in the Success of a Marketing Research Project

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

- 4.4.1. Facial Coding
- 4.4.2. Eye Tracker
- 4.4.3. Skin Conductance
- 4.4.4. Electroencephalogram
- 4.4.5. TAI

**4.5. Neuromarketing Research Design**

- 4.5.1. Briefing and Company Project
- 4.5.2. Recruitment Filter and Sample Recruitment
- 4.5.3. Field Work
- 4.5.4. Analysis and Interpretation of Results
- 4.5.5. Preparation and Presentation of Results
- 4.5.6. Lessons Learned and Conclusions

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

- 4.6.1. Transformational "Insight"
- 4.6.2. Experiential Neuro-Qualitatives
- 4.6.3. Usefulness of the Experiential Neuro-Qualitatives
- 4.6.4. Tools used in the Experiential Neuro-Qualitative
- 4.6.5. Execution of a Plan with Experiential Neuro-Qualitative

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

- 4.7.1. Ethnographic Research Combined with Neuromarketing
- 4.7.2. Objectives of Ethnography and Neuromarketing and its Powerful Combination from Market Research
- 4.7.3. Methodology in a Marketing Research Project: Ethnographic Research and Neuromarketing

**4.8. Neuromarketing and Digital Communication**

- 4.8.1. Building Winning Brands through Neuromarketing
- 4.8.2. Neuromarketing in Current Communication and Media Planning
- 4.8.3. Neuromarketing's Contributions to Traditional Communications

**4.9. Ethics in Neuromarketing**

- 4.9.1. Ethics Applied to Neuromarketing
- 4.9.2. Ethics in Advertising
- 4.9.3. NMSBA Code of Ethics

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

- 4.10.1. The Contributions of Neuromarketing to the Analysis of a Brand
- 4.10.2. Project in the Cosmetics Sector
- 4.10.3. Neuromarketing Project in the Pharmaceutical Sector

**Module 5.** Neurological bases and neuroscience technology applied to neuromarketing

**5.1. The Brain and its Functions from a Neuromarketing Perspective**

- 5.1.1. Neuroscience and Neuromarketing-Focused Knowledge of the Brain
- 5.1.2. The Brain, its Structure and its Effect on Neuromarketing
- 5.1.3. Cognitive Processes Located in the Brain Related to Buyer Decision Making

**5.2. The Nervous System and Neurons: Role in Consumer Decision Making**

- 5.2.1. Nervous System: Involvement in Buyer Decision Making
- 5.2.2. Nervous System: Cell Types and How They Influence Neuromarketing
- 5.2.3. Nervous System: Functioning and Transmission of Information in the Buyer's Choice of Products

**5.3. Basic Cognitive Processes: Consumer Attention and Consciousness**

- 5.3.1. Attention and its Application to Neuromarketing
- 5.3.2. Consciousness and its Functioning Related to Neuromarketing
- 5.3.3. The Relevance of Attention and Consciousness to Neuromarketing

**5.4. Basic Cognitive Processes: The Consumer's Memory**

- 5.4.1. Memory: Functioning and Classification. Involvement in Consumer Decision-Making
- 5.4.2. Memory Models Involved in Neuromarketing
- 5.4.3. Memory and its Relevance to Neuromarketing

**5.5. Neuroimaging Technologies in Neuromarketing I: Positron Emission Tomography (PET)**

- 5.5.1. Neuroimaging Techniques
- 5.5.2. PET: Operation
- 5.5.3. PET: Applicability to Neuromarketing

**5.6. Neuroimaging Technologies in Neuromarketing II: Functional Magnetic Resonance Imaging (fMRI) and Magnetic Resonance Imaging (MRI)**

- 5.6.1. fMRI Operation
- 5.6.2. MRI Operation
- 5.6.3. Utility of fMRI and MRI in Neuromarketing

**5.7. Neuroimaging Technologies in Neuromarketing III: Electroencephalogram (EEG)**

- 5.7.1. Function and Use of the EEG in Consumer Decision-Making
- 5.7.2. Applicability of EEG in Neuromarketing
- 5.7.3. Comparison of Neuroimaging Techniques

**5.8. Physiological Techniques I: Galvanic Response (GSR) in the Choice of a Product**

- 5.8.1. Applied Neuroscience Physiological Techniques
- 5.8.2. GSR: Operation
- 5.8.3. GSR and its Role in Neuromarketing

**5.9. Physiological Techniques II: Eye-Tracking and Consumer Decision-Making**

- 5.9.1. Sight: Information Processing Focused on Neuromarketing
- 5.9.2. Eye-tracking: Operation and Applicability in Buyer Decision Making
- 5.9.3. Eye-Tracking: Impact on Neuromarketing

**5.10. Measures of Consumer Behavior: Facial-Coding**

- 5.10.1. Emotions: Role from Neuroscience
- 5.10.2. Behavioral Measures
- 5.10.3. FACS: Function and Applicability in Neuromarketing

**Module 6.** Sensory marketing: connecting with the consumer's senses from the neuromarketing field

**6.1. The Shopping Experience through Neuromarketing**

- 6.1.1. Human-Centered Neuromarketing
- 6.1.2. The Shopping Experience as Seen through Neuromarketing
- 6.1.3. The Importance of the Senses in the Purchase Decision Processes
- 6.1.4. Attention and Awareness in Consumer Behavior

**6.2. The Senses and Emotions in Buying Behavior**

- 6.2.1. Rational Processes and Emotional Processes in the Purchasing Process
- 6.2.2. Peak and End Rule
- 6.2.3. Buying Behavior: How do Emotions Influence the Senses?

**6.3. The Sensory System and its Impact on the Buying and Consumption Processes**

- 6.3.1. Functioning of the Sensory System in the Buying Behavior
- 6.3.2. Persuasive Communication and the Senses
- 6.3.3. Synaesthesia and Sensory Marketing
- 6.3.4. Are there Other Senses?
- 6.3.5. Bouba/Kiki Effect

**6.4. The Senses: Marketing of Touch**

- 6.4.1. The Powers of Touch
- 6.4.2. The Great Capacity of the Hands
- 6.4.3. Marketing of Touch

**6.5. The Senses. Visual Marketing: the Power of Vision in Consumerism**

- 6.5.1. Vision. Involvement in Consumption
- 6.5.2. The Influence of Light on Shopping Experiences
- 6.5.3. Colors in Branding and Sales
- 6.5.4. A View through Neuromarketing

**6.6. The Senses: Olfactory Marketing as Seen Through Neuromarketing**

- 6.6.1. Smell: What, But Not How?
- 6.6.2. Memory and Smell. Implication in the Shopping Experience
- 6.6.3. The Influence of Smell on Purchases. Practical Applications
- 6.6.4. Olfactory Marketing and Neuromarketing

**6.7. The Senses: Taste Marketing**

- 6.7.1. Functional Properties of Taste
- 6.7.2. Flavors
- 6.7.3. Elements of Taste Marketing

**6.8. The Senses: Auditory Marketing**

- 6.8.1. How Does Hearing Work?
- 6.8.2. Sound and its Qualities
- 6.8.3. Auditory Marketing

**6.9. Sensory Marketing and Neuromarketing**

- 6.9.1. Sensory Marketing as a Key Player in the Consumer Experience
- 6.9.2. The Power of Neuromarketing in the Sensory Domain
- 6.9.3. Neuromarketing and Sensory Marketing: Differentiators of the Shopping Experience

**6.10. Sensory Marketing in Practice**

- 6.10.1. Sensory Marketing and Branding
- 6.10.2. Steps to Sensory Branding
- 6.10.3. Application of Sensory Marketing in Companies
- 6.10.4. Success Stories

**Module 7.** Neuromarketing applied to the digital experience

**7.1. Consumer Behavior of Digital Experiences**

- 7.1.1. Marketing 5.0
- 7.1.2. The New Online Consumer
- 7.1.3. Psychology of the Online Shopper

**7.2. Neuromarketing and Digital Experiences**

- 7.2.1. Changes in Online Shopping Behavior
- 7.2.2. Neuromarketing as an Innovation in Digital Marketing
- 7.2.3. Digital Tools Applied to Neuromarketing

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

- 7.3.1. Neuromarketing for Measuring Digital Environments
- 7.3.2. Research Design for Digital Environments
- 7.3.3. Interpretation of the Results

**7.4. Consumer Behavior in Social Networks**

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

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

- 7.5.1. Non-Conscious Processes in Online Customer Behavior
- 7.5.2. Awakening the Desire to Sell
- 7.5.3. Identifying Behaviors: The Customer Journey

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

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

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

- 7.7.1. UX Writing Techniques that Strengthen the Emotional Experience
- 7.7.2. UX Design with Neuromarketing Techniques
- 7.7.3. Web Pages that Work: Avoiding Confusing and Frustrating Customer Experiences
- 7.7.4. How Does the Brain Consume Web Pages?
- 7.7.5. Neuro Design Applied to Digital Marketing

**7.8. Neuromarketing in Online Advertising**

- 7.8.1. Online Advertising and Emotions
- 7.8.2. Implicit Memory in Digital Advertising
- 7.8.3. Neuromarketing as a Tool for Online Advertising

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

- 7.9.1. Digital Neuromarketing: Cognitive Biases
- 7.9.2. The Human Being We Call "Customer"
- 7.9.3. Cognitive Biases: a Different Perspective

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

- 7.10.1. Real Case: Neuromarketing Research on Instagram
- 7.10.2. Definition of Research on Instagram
- 7.10.3. Tools Used in the Research
- 7.10.4. Analysis of the Research Results

**Module 8.** Social Media Intelligence and Growth Marketing applied to Neuromarketing

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

- 8.1.1. Growth Marketing
- 8.1.2. Growth Neuromarketing
- 8.1.3. Meeting Points of Both Spaces

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

- 8.2.1. Growth Data and Neuromarketing Analyses
- 8.2.2. Market Research Under Neuro Growth Parameters
- 8.2.3. Strategy Development from the Neuro Growth Fusion

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

- 8.3.1. Market Analysis with a Transversal Approach
- 8.3.2. Benchmarking and Neuromarketing
- 8.3.3. The Market, Analysis, Data and First Steps of the Strategy

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

- 8.4.1. Traditional Growth Funnel Vs. Neuro Growth Funnel
- 8.4.2. KPIs Goals and Actionable KPIs of the Strategy
- 8.4.3. Determination of Objectives and Brand Strategy

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

- 8.5.1. Data and Analysis on the Trigger in the Purchase Decision Process
- 8.5.2. Experience as an Ally in the Strategy
- 8.5.3. E-Commerce and its Role in the Purchasing Process

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

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

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

- 8.7.1. Buyer Persona Expectations on Social Networks
- 8.7.2. Impact Generation Beyond Paid Media
- 8.7.3. Content Strategy Thinking about the Buyers and their Buying Process

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

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

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

- 8.9.1. Understanding the Life Cycle of my Customer and the Product
- 8.9.2. Customer Life Time Value. Experiences as Determining Elements
- 8.9.3. Neuro Growth and the Optimization of my Customer's Life Time Value

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

- 8.10.1. Google Analytics and the Flow of the Purchase Process within the Web
- 8.10.2. Interpretation and Analysis of the Leakage in the Process Under the Eyes of Neuro Growth
- 8.10.3. Web Analytics Data, Analysis, Optimizations and Neuro Growth

**Module 9.** Neuromarketing applied to organizational development

**9.1. Social Psychology and Conformism in Work Teams. Neuromarketing Culture**

- 9.1.1. How Does a Good Neuromarketing Culture Help the Organization?
- 9.1.2. Identification and Internalization: The Value of Sharing and Involvement
- 9.1.3. Central and Peripheral Persuasion: Two Paths to the Same Purpose

**9.2. Social Cognition and Neuromarketing**

- 9.2.1. Contextual Influences in Social Environments
- 9.2.2. Judgment Heuristics in Work Groups
- 9.2.3. Relationships Between Attitudes, Beliefs and Behavior

**9.3. Internal Marketing Communication Processes**

- 9.3.1. Empathy and Humility Are Not in Fashion
- 9.3.2. Scheduling Vs. Improvise
- 9.3.3. Affectivity and Effectiveness in Communication Processes

**9.4. Cognitive Diversity: Thinking and Reasoning within a Good Organizational Development. The Role of Neuromarketing Applied to the Internal Customer**

- 9.4.1. The Value of Team Reasoning
- 9.4.2. The Value of Team Creation
- 9.4.3. The Value of Team Learning

**9.5. Apollo Syndrome: Developing Roles for Team Performance with Internal Neuromarketing Approaches**

- 9.5.1. Development of Neuromarketing Performance Strategies from Inside the Organization to Outside the Organization
- 9.5.2. The Value of Looking More Inside to Act Better Outside, Also Inside the Company
- 9.5.3. Individual Intelligence, Collective Intelligence

**9.6. Group Talent, Individual Talents: The Necessary Combination for Good Organizational Development**

- 9.6.1. Balance in the Combination of Effective and Affective
- 9.6.2. Results Vs. Sales
- 9.6.3. Efficiency Vs. Efficacy

**9.7. Organizations that Learn from Consumers: Activating Teams that are not Self-Righteous**

- 9.7.1. Assuming and Managing Cognitive Dissonance Processes in our Teams
- 9.7.2. Managing Before and After Decision-Making in the Group
- 9.7.3. Market Observation and Learning from Mistakes Methodology

**9.8. Aspects of Neuromarketing that Help to Understand the Behavior of Individuals and Work Teams**

- 9.8.1. Managing the 50/50 Rule within the Group
- 9.8.2. Caring for the Team as the Basis for Caring for Customers
- 9.8.3. The Value of Empathy in the Technological Age

**9.9. Neuromarketing and Internal Communication**

- 9.9.1. Internal Communication as an Investment and not as an Expense
- 9.9.2. Knowledge and Self-Esteem within the Customer and Team Listening Process
- 9.9.3. The Art of Developing an Emotional Team

**9.10. Expert Knowledge and Experiential Knowledge, Two Ingredients to Which Neuromarketing Facilitates Development**

- 9.10.1. Alignment of Marketing and Internal Communication approaches with Other Areas of the Company
- 9.10.2. Internal Customer, External Customer: Two Sides of the Same Coin
- 9.10.3. Limits of Technology and Personal Values Applied in the Management of the Internal Customer

**Module 10.** Neuromarketing applied to face-to-face commercial activities, online channel, meetings and negotiations

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

- 10.1.1. Field Work in Retail and Retail Trade in General
- 10.1.2. Designing the Research and Defining Objectives (Methodology and Context)
- 10.1.3. Field Work Carried Out and Report Preparation

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

- 10.2.1. Fieldwork Conducted in Digital Environments
- 10.2.2. Research Design and Definition of Objectives (Methodology and Context)
- 10.2.3. Conducting Fieldwork and Report Writing

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

- 10.3.1. Field Work Conducted in Public Institutional Environments
- 10.3.2. Research Design and Definition of Objectives (Methodology and Context)
- 10.3.3. Conducting Fieldwork and Report Writing

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

- 10.4.1. Research in Outbound Tourism Markets
- 10.4.2. Research in Tourist Destinations (Receiving Markets)
- 10.4.3. Research in the Professional Channel of Prescribers, Mediators and Wholesalers of the Tourism Sector

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

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

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

- 10.6.1. Group Dialogue to Achieve Meaningful Meetings
- 10.6.2. Defining Cognitive Objectives and Inherent Emotional Aspects
- 10.6.3. The Value of Determining When and How Much

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

- 10.7.1. Motivated Attendees: Relevant Emotional Aspects
- 10.7.2. Attention, Interest, Desire, and Action through Neuromarketing
- 10.7.3. Rational Responses and Feelings that Shape a Meeting

**10.8. Neuromarketing Applied in Sales Management**

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

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

- 10.9.1. Negotiation Styles with Flexible Approaches
- 10.9.2. Listening, Questioning, and Interpreting. What Neuromarketing Teaches Us
- 10.9.3. Overcoming Obstacles in Negotiation Processes under the Neuromarketing Approach

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

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

07

# 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.



08

# Our Students' Profiles

The Executive Master's Degree 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 Executive Master's Degree.







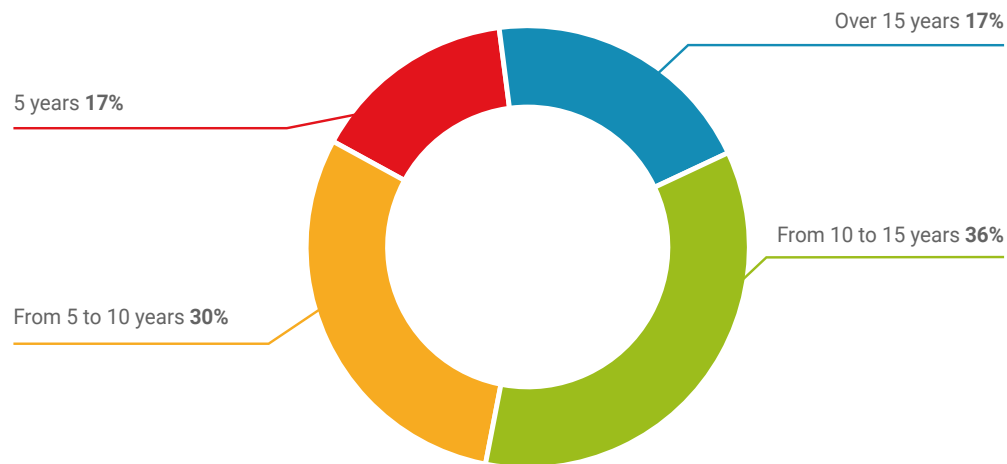
“

*The flexibility of this program makes it perfect for any academic profile, adapting to the needs of all students and to the requirements of the field in which they will be working”*

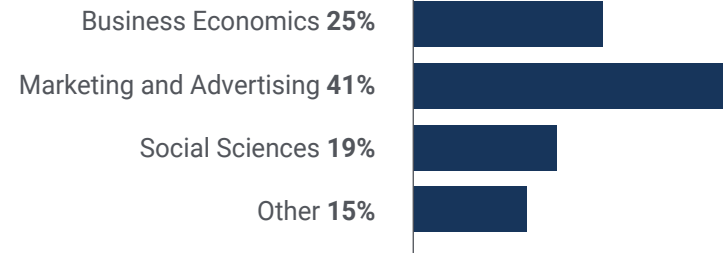
### Average Age

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

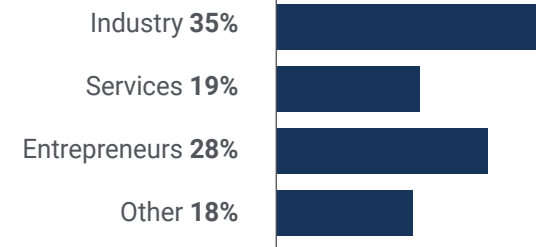
### Years of Experience



### Training

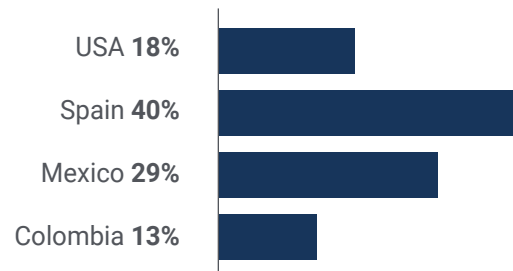


### Educational Profile



## Geographical Distribution

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## Marcos Fuentes

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### Customer Intelligence Expert

*"The changes in the market and the trends they have generated have forced professionals like me, who dedicate their activity to Marketing, to update their knowledge in relation to the strategies that have shown the best results to date. Therefore, finding this Executive Master was an opportunity that I could not pass up and thanks to which, one year later, I can now say with confidence and pride that I have led the most prestigious projects and the best results in the history of the company I am part of"*

09

# Course Management

Including the best professionals in the field in which the program is based is a hallmark that characterizes TECH and differentiates it from other online study centers. This university selects the most qualified specialists, because in addition to carefully studying their academic curriculum, it selects those who have years of experience in the sector. An example of this is the faculty of this Executive Master's Degree in Applied Neuromarketing, in which graduates will have the support of a team of experts in Psychology, Business Administration and Marketing, thanks to which they will be able to get even more out of the program.



“

*A teaching team versed in business neuromarketing will be at your disposal to answer any questions you may have during the academic experience”*

## 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

### Mr. Pulido Martín, Pablo

- ♦ Health Psychologist of the Psychological Services Center La Paz
- ♦ 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
- ♦ Master's Degree in General Health Psychology from the Autonomous University of Madrid
- ♦ Specialist in Clinical Hypnosis, 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

## Professors

### Ms. Cuesta Iglesias, Miriam

- ♦ Laboratory Technician in the field of Neuromarketing
- ♦ Expansion and Marketing Coordinator at Vivadecor Shopping Center
- ♦ Trainer in in-company programs in the fields of Neuromarketing and People Management
- ♦ Degree in Business Administration and Management-ADE from the University of Wales
- ♦ Master in Neuromarketing and Consumer Behavior by the European University Miguel de Cervantes-UEMC
- ♦ Postgraduate Diploma in Neuromarketing and Consumer Behavior, Nebrija University
- ♦ Member of the Organizing Committee of the Neuromarketing Congress (European Neuromarketing Association-AEN)

### Ms. Duart Llacer, Patricia

- ♦ English teacher
- ♦ Research scientist at Thimus
- ♦ Research and data analysis assistant at the Erasmus Rotterdam Hospital
- ♦ Therapeutic assistant at NISA Valencia Hospital
- ♦ In-company trainer in psychology topics
- ♦ Graduate in Psychology with Neurosciences at Reading University
- ♦ Master in Neuropsychology at the University of Leiden
- ♦ Master in Management and Monitoring of Clinical Trials by TECH Technological University

### 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
- ♦ Growth Marketing Consultant Specialist in App at Embimedia
- ♦ Growth Marketing Consultant - E-commerce
- ♦ 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

**Ms. El Mehdi, Ibtissam**

- ♦ Marketing Analyst and Consultant
- ♦ Head of Marketing and Communication Department at Hispasur Global Trading
- ♦ Trainer and Integral Marketing Strategy 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
- ♦ Degree in Psychology from the University of the North in Colombia
- ♦ Postgraduate Certificate in Leadership and Emotional Education by Flich
- ♦ Community Management Course by Domestika

**Ms. Díaz Pizarro, Cristina**

- ♦ Assistant Office Manager at Banco Santander
- ♦ Double Degree in Business Administration and Tourism Management from the University of Extremadura (UNEX)
- ♦ MIFID II Certification in Financial Advice
- ♦ Specialist in Neuromarketing by INEAF Business School
- ♦ Expert in Digital Marketing IAB Spain







“

*A 100% online program that will give you the keys to perfectly manage the fundamentals and tools in market research thanks to which you will raise your company to the top of your sector”*

# 10

# Impact on Your Career

This program will provide graduates with a unique set of knowledge related to the field of neuromarketing in today's marketplace, as well as giving them the opportunity to implement the best and most effective techniques to know what customers think and how to reach them effectively. This academic experience will transform their profiles and place them among the best specialists, opening a new path towards a future full of successful job opportunities.



“

*This Executive Master's Degree program will give your professional career a 180° turn towards the professional success you have always dreamed of”*

*The program that will give you the keys to develop a critical conscience in relation to consumer understanding and behavior and thanks to which you will be able to achieve the salary increase you deserve.*

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

This Executive Master's Degree in Applied Neuromarketing from TECH is an intensive program that prepares professionals to face challenges and business decisions in the field of advertising and marketing. The main objective is to promote personal and professional growth. Helping students achieve success.

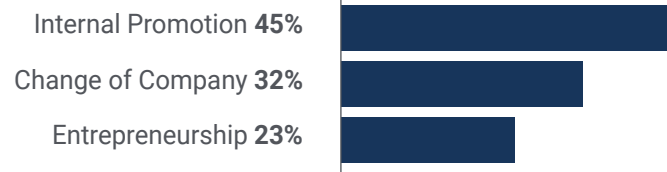
If you want to improve yourself, make a positive change at a professional level and network with the best, TECH is the place for you.

*Thanks to the comprehensiveness of this program, you will be able to create marketing strategies based on more experiential, immediate, personalized experiences adapted to their consumption habits.*

### 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.



11

# Benefits for Your Company

Being part of an academic experience like this is a unique opportunity for all those graduates who want to implement the most effective neuromarketing strategies of the moment in the companies they are part of. As a result, the organization will benefit from a unique set of insights that will translate not only into more specialized action plans, but also into increased chances of success in both the short and long term. This will allow them to elevate their talent to the highest level, placing them at the top of the industry.





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*Any company that has in its staff a specialized graduate with this Executive Master's Degree will benefit from a leadership capacity of the highest level”*

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.

# 12 Certificate

The Executive Master's Degree in Applied Neuromarketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree diploma issued by TECH Technological University.



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*Successfully complete this program and  
receive your diploma without the hassle”*

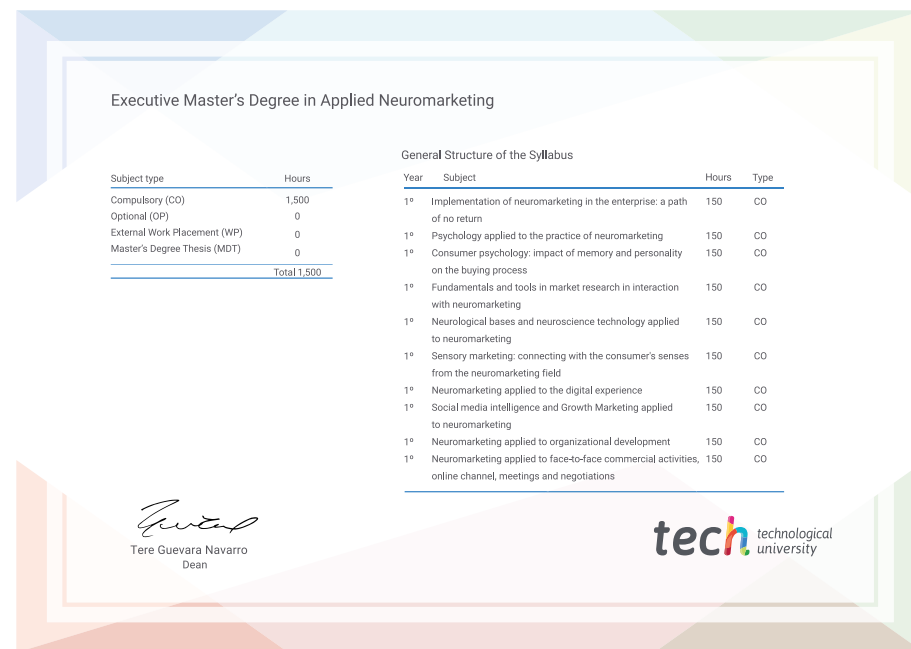
This **Executive Master's Degree in Applied Neuromarketing** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Executive Master's Degree in Applied Neuromarketing**

Official N° of Hours: **1,500 hours.**



\*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.



## Executive Master's Degree Applied Neuromarketing

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Executive Master's Degree Applied Neuromarketing

