

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
VAM5015	C	6	2014-04-01	2019-04-01

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	The second level (Master studies)
Semester the course is delivered	1
Study form (face-to-face or distant)	Face-to-face

Course title in Lithuanian

Neuromarketingas

Course title in English

Neuromarketing

Short course annotation in Lithuanian

Kurso paskirtis – studijuoti pagrindines neuromarketingo teorijas ir koncepcijas. Baigę dalyką studentai įgys žinių bei supratimą apie neuromarketingo taikymo galimybes versle, vartotojų suvokimo, asmenybės ir požiūrio formavimo svarbą organizacijai ir įtaką vartojimo elgsenai. Studentai studijuoja smegenų struktūros ir funkcijų vaidmenį, vartotojams priimant sprendimą; formuoja marketingo sprendimus, pagrįstus neuromarketingo principais, konkrečiose rinkos situacijose.

Short course annotation in English

The objective of this course is to study the basic theories and concepts of neuromarketing. In this course students will acquire knowledge and understanding about the possibilities of applying neuromarketing in business; the importance of the formation of consumers' perception, personality, and attitudes, and their impact on consuming behaviour. Students study the brain structure and functions, and their role in consumer decision making; formulate marketing decisions for particular market situations based on the principles of neuromarketing.

Prerequisites for entering the course

Principles of Marketing

Course aim

Course aim – provide students with knowledge about the principal neuromarketing theories and concepts; develop practical skills which are necessary in marketing decision making.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
1. Apply the modern / current scientific theories of marketing and international commerce, methods and technologies.	1) Identify and analyze core theoretical concepts and principals of neuromarketing.	Student identifies and analyzes at least a half of provided neuromarketing concepts and principles. Student demonstrates minimal knowledge about the relation of the concepts with consuming decision making.
2. Evaluate and adapt the current knowledge of marketing and other areas close to it.	2) Analyze and apply in practice tools and methods of psychological influence on consumers.	Student analyzes and recognizes at least a half of the provided tools and methods of psychological influence on consumer; is able to adapt them to a particular business context.

	3) Identify structural parts of human brain and analyze their role in decision making process.	Student demonstrates minimally sufficient knowledge about the structural parts of human brain; is able to assess their role in making a particular consuming decision.
3. Independently perform marketing research using modern analytical methods, evaluate the results of the impact of marketing and commercial decisions, and discover new facts.	4) Independently perform marketing research using neuromarketing research methods.	Student is able to perform marketing research independently; substantiates the choice of research method.
	5) Identify and analyze the correspondence of marketing actions to the norms of neuroethics.	Student is able to formulate own opinion and responds to simple questions about the correspondence of marketing actions to the norms of neuroethics.
4. Solve the problems of marketing and commerce in new, unknown or constantly changing marketing environment and in the broader contexts.	6) Plan marketing actions based on the response of human sensory system to stimuli.	Student in a group with others prepares a project of marketing actions, based on the response of human sensory system to stimuli.

Link between course outcomes and content

Course outcomes	Content (topics)
1) Identify and analyze core theoretical concepts and principals of neuromarketing.	1. Neuromarketing conception and strategic perspectives. 2. Consumer perception processes. 3. Impact of personality and lifestyle on consumer decision making. 4. Consumer's attitude, attitude change and its role in decision making process. 9. Neuromarketing mix.
2) Analyze and apply in practice tools and methods of psychological influence on consumers.	2. Consumer perception processes. 4. Consumer's attitude, attitude change and its role in decision making process. 7. Neuromarketing research methods. 9. Neuromarketing mix.
3) Identify structural parts of human brain and analyze their role in decision making process.	5. Human brain structure and performance. 6. Medulla oblongata, mesencephalon, hypothalamus, cerebral hemispheres and their role in consumer decision making process. 7. Neuromarketing research methods.
4) Independently perform marketing research using neuromarketing research methods.	7. Neuromarketing research methods. 8. The role of sensorial system in consumer decision making process.
5) Identify and analyze the correspondence of marketing actions to the norms of neuroethics.	3. Impact of personality and lifestyle on consumer decision making. 7. Neuromarketing research methods. 10. Neuroethics.
6) Plan marketing actions based on the response of human sensory system to stimuli.	2. Consumer perception processes. 3. Impact of personality and lifestyle on consumer decision making. 4. Consumer's attitude, attitude change and its role in decision making process. 8. The role of sensorial system in consumer decision making process. 9. Neuromarketing mix.

Study methods

Teaching methods: provision of information (explanation, illustration) using visual aids; case-based

lecture; formulation and explanation of problem-oriented examples, issues and tasks; moderation of case study; moderation of discussion; consulting.

Learning methods: individual work: search for and analysis of information in educational literature, periodical sources, the internet, etc.; analysis of cases; analysis of problem-oriented examples and issues; preparing practical tasks; discussion; consultation; group consideration of seminar tasks; collective students' work while preparing a group presentation; oral self-reflection.

Methods of learning achievement assessment

Written assessment (colloquium and examination); assessment of an independent group work and its oral presentation.

Distribution of workload for students

Lectures and case studies – 30 hrs.

Seminars and case studies – 15 hrs.

Team work (employing IT) – 15 hrs.

Independent work (*preparation for lectures, individual analysis of literature, preparing of group work report; preparation for colloquium and examination*) – 100 hrs.

Structure of cumulative score and value of its constituent parts

Colloquium – 25 %.

Homework and seminars – 25%.

Examination – 50 %.

Recommended reference materials

Recommended Reference materials						
No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
Basic materials						
1.	2009	Braidot, N. Neuro Marketing	Ediciones Gestion 2000	-	1	-
2.	2008	Wedel, M., Pieters, R. Visual Marketing: from Attention to Action	Lawrence Erlbaum Associates Taylor & Francis Group	E-version		
3.	2007	Lambin, J.J. Market-Driven Management. Strategic and Operational Marketing.	Palgrave Macmillan.	1	1	4
4.	2011	Solomon, M.R. Consumer Behavior, 9th ed.	Prentice Hall.	E-version		
Supplementary materials						
5.	2008	Shimp, T. A. Advertising Promotion and Other Aspects of Integrated Marketing Communications, 8th Edition.	South-Western College Pub.	eBook Academic Collection (EBSCOhost)		
6.	2008	Lindstrom, M. Prekės ženklų jausmas: galingų prekių ženklų kūrimas, naudojant lytėjimą, skonį, kvapą, vaizdą ir garsą	Vaga	-	1	17