

NEUROMARKETING FOR PRACTITIONERS

Introduction

Neuromarketing is an emerging field. It is primarily a crossover of the domains of marketing and neurosciences. The study of neuromarketing will help participants develop a critical understanding of what it has to offer to the industry. Understanding of the brain function helps us in the comprehension of human behaviour in a more structured and scientific manner. Practitioners know that the success of any marketing strategy depends upon an objective understanding of the consumer. Over a period of time, the limitations of the traditional methods such as survey questionnaires, etc. have been well-exposed as those have not been able to predict consumer behaviour to the optimum. The use of neuroscience techniques has proved to be successful as brain waves and patterns will never give out an incorrect picture. Getting a sense of these waves and patterns is imperative for today's marketing and sales practitioners for succeeding in the marketing processes.

Objectives of the Program

To make the participants aware of the field of neuromarketing.

To familiarize them with how various techniques are designed, implemented, and interpreted in the field of consumer behaviour with the help of neuroscientific methods.

To familiarize them with the initiatives taken by different industries with the help of neuroscientific tools to function better.

To get insights into how the brain functions help create successful advertisements, influence consumer behavior, know better how individuals react to different stimuli and make a person more informed about different aspects of human behavior.

Pedagogy of the Program

The programme will take employ basic tools like class discussions and in-class activities. But other than those, there will several cases and real-life examples of successful uses of neuromarketing.

Indicative content of the program

- An overview of Neuromarketing
- Understanding the brain-behaviour relationship
- Emotions and feelings
- Messaging (Effective messaging and subliminal messaging)
- Pattern thinking
- Sensory marketing
- Nudges
- Pricing
- Advertising
- Branding
- Applications:
 - Store layout and design
 - Website design

Program Directors: Prof. Tanusree Dutta & Prof. Soumya Sarkar

Fees (per candidate): INR 19200 + GST (Non-residential In-campus), Rs 27000+GST (Online)

Proposed dates: 10-11 March 2022