



**Syllabus of the course
«Neuromarketing»**

Specialty	<i>075 Marketing</i>
Study Programme	<i>Marketing</i>
Study cycle (Bachelor, Master, PhD)	<i>third (educational and scientific)</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>second year, third semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 20 hours</i>
	<i>Practical studies (seminars) – 20 hours</i>
	<i>Self-study – 110 hours</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua</i>
Teaching staff	<i>Iuliia Kotelnikova, PhD in Economics, Associate professor</i>
Contacts	<i>iuliiakotelnykova@gmail.com</i>
Course schedule	<i>Lectures: according to schedule Practical studies: according to schedule</i>
Consultations	<i>According to the schedule of consultations, individual, PNS chat, Telegram</i>

Learning objectives and skills:

the purpose of the course is to provide knowledge and develop professional competencies in the use of neuromarketing principles and neuroscience methods to improve marketing strategies and decision-making processes in various professional settings.

Structural and logical scheme of the course

Prerequisites	Postrequisites
Social marketing	Pedagogical practice
Partner relationship marketing	

Content of the course

Content module 1. Neuromarketing: concept of functioning
Topic 1. Marketing in a changing world: creating customer value and satisfaction. Introduction to neuromarketing
Topic 2. Neuroscience fundamentals. Consumer psychology and decision-making
Topic 3. Neuromarketing research and methods
Content module 2. The Neuromarketing Toolbox
Topic 4. Emotional marketing in neuromarketing
Topic 5. Neuroesthetics and colour psychology in neuromarketing
Topic 6. The neuroscience of audio marketing
Topic 7. Neuromarketing ethics and standards



Material and technical (software) support of the course

Multimedia projector, PNS Khnue, Zoom

Assessment system of learning outcomes

The assessment system of formed competencies takes into account the types of activities that include lectures, seminars, practical classes, and independent work. The evaluation of students' formed competencies is carried out on a cumulative 100-point system. Current assessment, which is conducted during practical (seminar) classes and independent work throughout the semester, is evaluated by the sum of points earned. The maximum possible number of points for current and final assessment during the semester is 100, and the minimum possible number of points is 60.

Current assessment includes the following control measures: topic assignments, current control tests, and presentations on topics.

More detailed information on assessment and point accumulation for the course is provided in the course's work plan (technological map).

Course policies

The teaching of the course is based on the principles of academic integrity. Academic Integrity Violations are: academic plagiarism, fabrication, falsification, cheating, bribery, biased evaluation. In case of academic integrity violation, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the course

Syllabus approved at the meeting of Department «20» February 2024. Protocol № 9.