

Postgraduate Certificate Neuromarketing

NEUROMARKETING
FEEDBACK



Postgraduate Certificate

Neuromarketing

Course Modality: Online

Duration: 2 months.

Certificate: TECH Technological University

Teaching Hours: 150 hours.

Website: www.techtute.com/education/postgraduate-certificate/neuromarketing

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01

Introduction

Neurosciences applied to the study of emotional intelligence provide teachers with the deepest knowledge of the functioning of the human brain in relation to learning processes and personality formation. Neuromarketing establishes the relationship between the brain and decisions from a scientific point of view. And, above all, about the neural learning of these decisions, their mechanisms and how to act on them. A highly relevant step towards the quality education that society is demanding and that will require qualified personnel in a multidisciplinary approach.





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Neuropsychology techniques and developments applied to teaching. An invaluable tool for the teaching professional"

This Postgraduate Certificate in Neuromarketing offers a broad and complete vision of the complex world of Neurosciences from an applied perspective. Starting from the biological principles and Neuroimaging techniques, the different practical approaches existing in this discipline are covered.

In this program, the teaching professional will learn to understand and interpret the Neurosciences in order to apply them to their teaching experience.

During the training, two types of neuropsychological programs will be dealt with: the eminently biological ones focused on the neuronal bases and genetics of the brain, and the exclusively clinical programs, where the problems associated with pathologies affecting the brain and neurodegenerative diseases will be studied in depth. This bilateral approach facilitates better understanding of the functioning of Neurosciences from different fields, so that professionals have different options for application available to them.

This program addresses the new branches of Neuroscience that are currently under development, both theoretical and applied. Neuromarketing and Neuroeducation, and introduces the new branches that, in a few years, will be demanded by different sectors, such as Neuroeconomics or Neuroleadership. These emerging areas have not yet been included in the usual educational programs, which makes this Postgraduate Certificate in Neuromarketing a unique opportunity that will prepare you in a very unique way.

Students will have access to the latest advances in Neurosciences with the most complete theoretical contents and through a developed learning system supported by practice. Therefore, at the end of the specialization program, they will be able to apply everything they have learned to their work.

A comprehensive program in which you will acquire extensive theoretical and practical knowledge that will improve your professional performance.

This **Postgraduate Certificate in Neuromarketing** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ More than 75 practical cases presented by experts in Neuromarketing
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice.
- ♦ Developments in Neuromarketing
- ♦ It contains practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Neuromarketing.
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



A complete and well-developed educational program that includes the most notorious advances in the field of Neuromarketing applied to personal development"



Neuromarketing processes will reveal to you the deep motives of human behavior applied to the classroom and how to intervene in them in a positive way"

This program is taught by professionals with extensive experience in the field of Neuromarketing, as well as recognized specialists in this area, belonging to leading societies and prestigious universities.

Thanks to its multimedia content, developed with the latest educational technology, the professional will enjoy situated and contextual learning. In other words, a simulated environment that will provide immersive learning, programmed to train for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, they will be assisted by an innovative, interactive video, which is one of the most advanced on the market.

Increase your decision-making confidence by updating your knowledge through this Postgraduate Certificate.

Through PBL, the teacher will learn the real way to apply the concepts learned, in real situations and in a highly effective immersive learning.



02

Objectives

This program was created to train teachers in the application of Neurosciences in the development of their work in the classroom, incorporating new approaches to their role as a teacher. A high-level qualitative leap that will propel you to the forefront of education.



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The evolution of the brain, from infant to adult brain, in terms of decision-making, with an instrumental approach”



General Objectives

- ♦ Update knowledge of Neurosciences in their different fields of application, from the clinical, educational or social area
- ♦ Increase the quality of the teaching professional's praxis in their performance
- ♦ Introduce the teacher to the vast world of Neurosciences from a practical perspective
- ♦ Know the different disciplines involved in the study of the brain in relation to human behavior and its possibilities
- ♦ Learn to use the tools used in Neuroscience research and practice
- ♦ Develop skills and abilities in emotional development in the classroom
- ♦ Direct the student towards continuing education and research



Make the most of the opportunity and take the step to get up-to-date on the latest developments in





Specific Objectives

- ♦ Learn the formation of the nervous system
- ♦ Understand the types of neurons
- ♦ Identify brain hemispheres and lobes
- ♦ Differentiate between localizationism and brain functionalism
- ♦ Discover the undifferentiated neurons
- ♦ Learn programmed neural death
- ♦ Recognise interneuronal electrical communication
- ♦ Determine the role of myelin in neurons
- ♦ Understanding interneuronal chemical communication
- ♦ Classify neurohormones and their functions
- ♦ Differentiate between age and neuronal plasticity
- ♦ Discover neuronal development
- ♦ Learn the peculiarities of the human brain
- ♦ Unravel the left brain
- ♦ Explore white matter
- ♦ Recognize gender differences at the neural level
- ♦ Classify hemispheric functions
- ♦ Discover the new localizationism
- ♦ Understand invasive techniques
- ♦ Recognize non-invasive techniques.
- ♦ Discover what The Papez Circuit is.
- ♦ Exploring the limbic brain
- ♦ Analyze the amygdala and positive emotion
- ♦ Understand the function of the amygdala and negative emotion
- ♦ Recognize the intensity of emotion
- ♦ Determine the affective value of emotion.

03

Course Management

The direction and development of the program will be carried out with the most qualified professors in this area, in a multidisciplinary approach: Leading experts in the field of Neurosciences at the service of the best online education. Throughout the six months of training and through a high-tech communication system, you will be able to access tutoring and guidance from your faculty at all times. With the confidence of counting on the best.





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With the confidence of being trained by the best professionals in the industry and the backing of the best online reputation on the market"

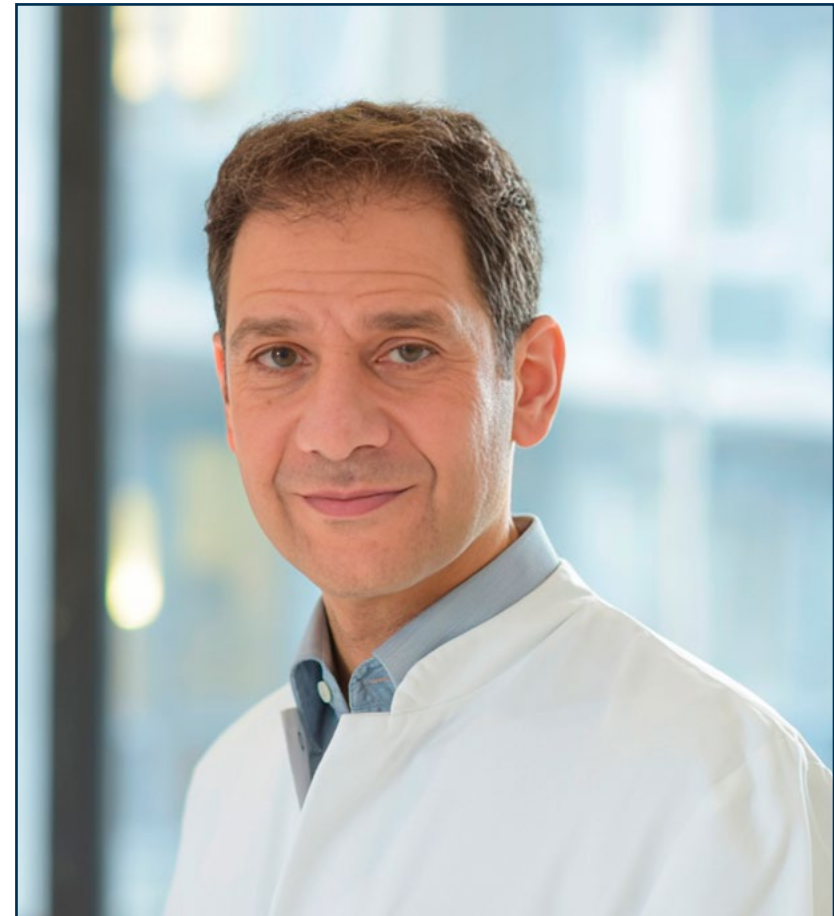
International Guest Director

Dr. Malek Bajbouj is a Psychiatrist and Neuroscientist, specialized in the areas of Global Health, Mental Health and Affective Sciences. He also has experience as a Sleep Physician and Social, Affective and Cognitive Neuroscientist. Together with an interdisciplinary team, his work has focused on research on stress, affect and emotions. In particular, to carry out these studies, some of his main work has focused on cell culture, imaging and brain stimulation, as well as humanitarian aid.

Most of his professional experience has been as Medical Director and Head of the Center for Affective Neuroscience at the Charité Universitätsmedizin Berlin. In addition, his main research focus in the field of Global Mental Health has been the development of tailored, low-threshold preventive and therapeutic interventions against stress and trauma-related disorders. To this end, he has made use of digital tools and clinical trials, conducting interventions focused on reverse-innovation electrophysiological and neuroimaging approaches to improve patient phenotyping.

Likewise, Dr. Malek Bajbouj's firm commitment to Mental Health worldwide has led him to develop a large part of his professional activity in countries in the Middle East, Far East and Ukraine. In this sense, he has participated in various international conferences such as the Ukrainian-German Conference on Mental Health, Psychosocial Support and Rehabilitation. He has also written more than 175 book chapters and has an extensive list of scientific publications in which he has investigated topics such as Emotional Neuroscience, Affective Disorders and Global Mental Health.

In fact, his contributions in Psychiatry and Neuroscience have been awarded several times. One of them was in 2014, when she was awarded the Else Kröner-Fresenius Prize, recognizing her outstanding scientific research. And it is that his tireless work to strengthen the mental health of people around the world has positioned him as one of the best professionals in his field.



Dr. Bajbouj, Malek

- Medical Director of the Center for Affective Neuroscience at Charité
- Universitätsmedizin, Berlin, Germany.
- Visiting Research Fellow at the Department of Psychiatry, Columbia University and the New York State Psychiatric Institute, New York, New York, USA
- Physician and Assistant Researcher at the Free University of Berlin
- Specialist in Sleep Medicine
- Specialist in Psychiatry and Psychotherapy
- Master of Business Administration from Steinbeis-Hochschule University
- Graduate in Medicine from the Johannes Gutenberg University
- Member of:
 - Research Group Languages of Emotion at the Freie Universität Berlin

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Thanks to TECH, you will be able to learn with the best professionals in the world"

Management



Dr. De la Serna, Juan Moisés

- ◆ PhD in Psychology
- ◆ Master's Degree in Neurosciences and Behavioral Biology
- ◆ Director of the Open Chair of Psychology and Neurosciences and science communicator
- ◆ Postgraduate Diploma in Didactic Methodology
- ◆ Specialist Diploma in Clinical Hypnosis
- ◆ Expert in Project Management
- ◆ Occupational Trainer



Ms. Jiménez Romero, Yolanda

- ◆ Educational psychologist
- ◆ Degree in Primary Education with English
- ◆ Educational psychologist
- ◆ Master's Degree in Neuropsychology of High Intellectual Abilities
- ◆ Master's Degree in Emotional Intelligence
- ◆ Neurolinguistic Programming Practitioner
- ◆ Specialized Teacher in High Intellectual Ability
- ◆ Co-director, Author and Teacher in Different University Educational Projects.



Professors

Ms. Pellicer Royo, Irene

- ♦ Physical Education Teacher at Fundació Jesuïtes Educació
- ♦ Bachelor of Science in Physical Activity and Sport, University of Lleida
- ♦ Master's Degree in Medical Sciences applied to Physical Activity and Sport, University of Lleida
- ♦ Certificate in Management and Administration of Sports Entities
- ♦ Master's Degree in Emotional Education and Well-being
- ♦ Postgraduate in Neuroeducation Learning with all our potential, University of Barcelona

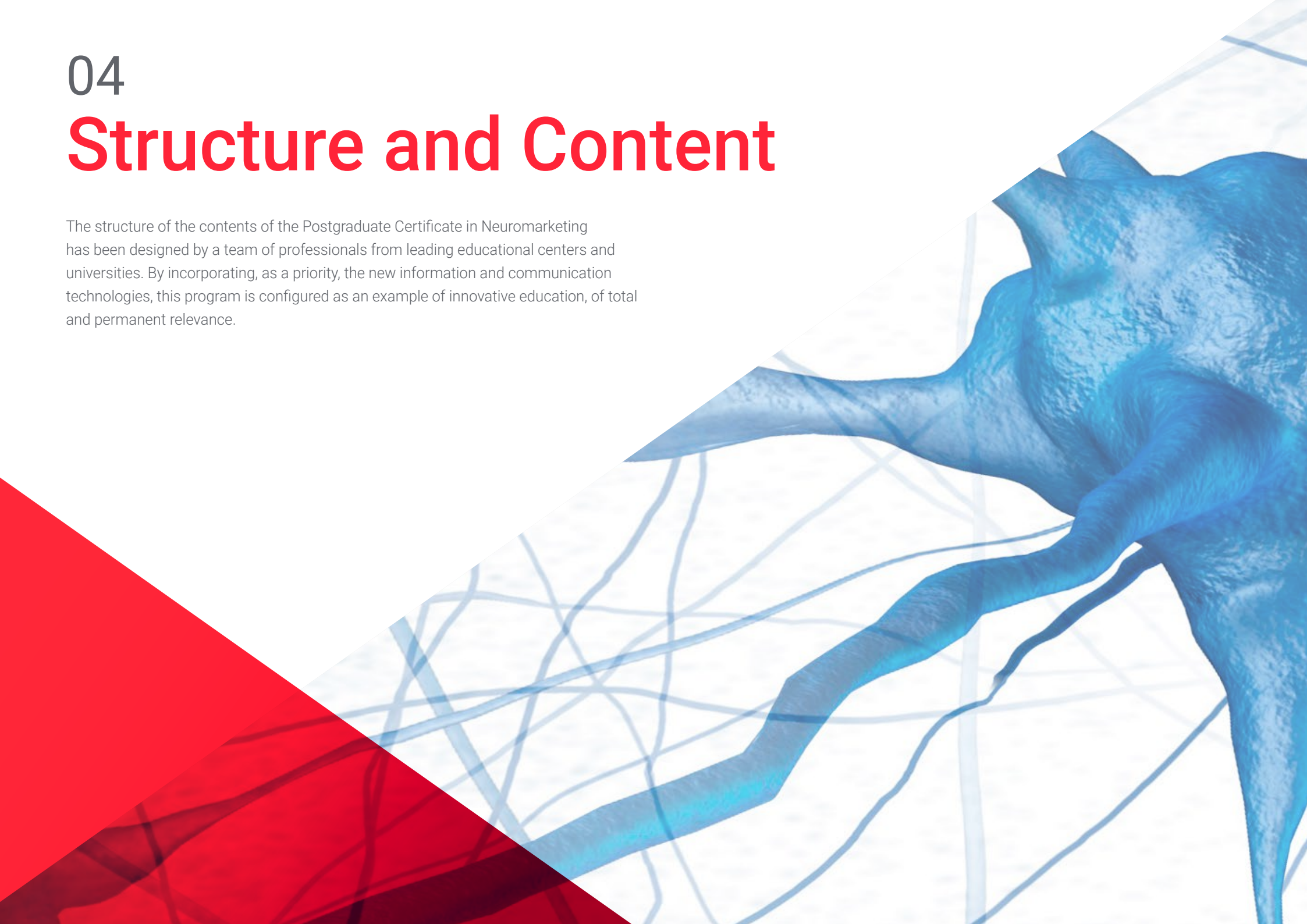
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A high-level training that will enable you to apply the knowledge of Neuromarketing in your daily activity. A qualitative leap that will place you among the best prepared in your sector”

04

Structure and Content

The structure of the contents of the Postgraduate Certificate in Neuromarketing has been designed by a team of professionals from leading educational centers and universities. By incorporating, as a priority, the new information and communication technologies, this program is configured as an example of innovative education, of total and permanent relevance.



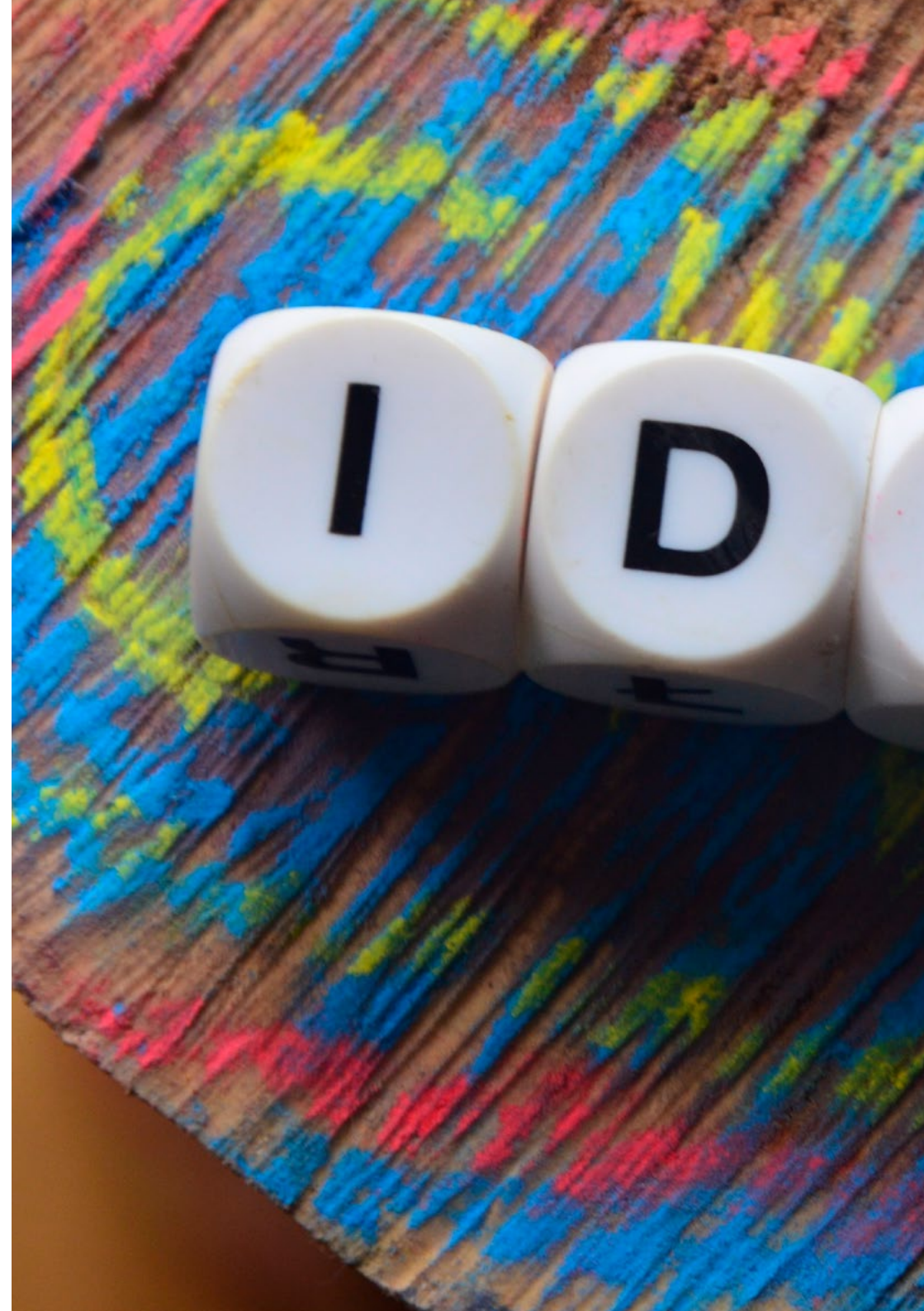


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This Postgraduate Certificate in Neuromarketing contains the most complete and up-to-date program on the market”

Module 1. Neuromarketing

- 1.1. The Brain in the Face of Decisions
 - 1.1.1. Single or Multiple Choices
 - 1.1.2. The Neural Learning of Choices
- 1.2. Pleasure vs. Surprise
 - 1.2.1. The Brain Faced with Pleasure
 - 1.2.2. The Brain Faced with Surprise
- 1.3. The Consumers Brain
 - 1.3.1. Decisions and Choices on a Neural Level
 - 1.3.2. Consumption as the Purpose of Choosing
- 1.4. The Ages of the Brain
 - 1.4.1. Children's Brain and Choices
 - 1.4.2. Adult Brain and Choices
- 1.5. Male Brain vs. Female
 - 1.5.1. Male Brain and Choices
 - 1.5.2. Female Brain and Choices
- 1.6. Mirror Neurons and Social Behavior
 - 1.6.1. The Relevance of Mirror Neurons in Marketing
 - 1.6.2. Social and Pro-Social Behavior in Marketing
- 1.7. Learning and Memory
 - 1.7.1. Learning Decisions
 - 1.7.2. Remembering and Forgetting Decisions
- 1.8. Neuromarketing Assessment Techniques
 - 1.8.1. Invasive Neural Techniques
 - 1.8.2. Non-Invasive Neural Techniques.
- 1.9. Neuromarketing Successes and Failures
 - 1.9.1. Applied Cases of Neuromarketing
 - 1.9.2. Neuromarketing Results
- 1.10. Sales Techniques vs. Neuromarketing
 - 1.10.1. Sales Technology and the Brain
 - 1.10.2. Neuromarketing and Sales





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A unique, key, and decisive training experience to boost your professional development”

05

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.





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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"

At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.



It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.

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Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method.

The effectiveness of the method is justified by four fundamental

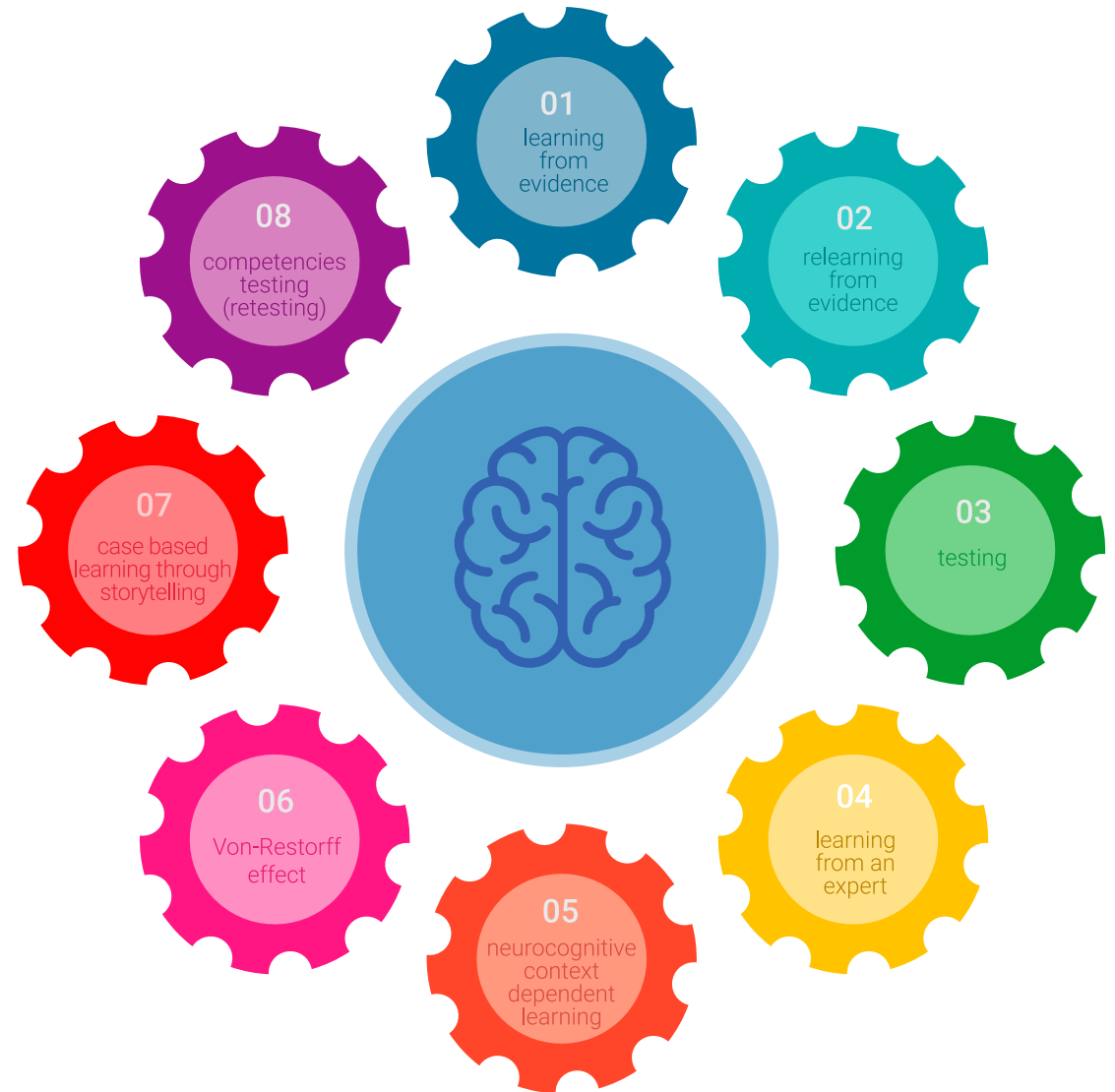
1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH, we enhance the Harvard case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

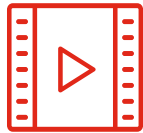
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really specific and precise.

These contents are then adapted in 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.



Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, students can watch them as many times as they want.



Interactive Summaries

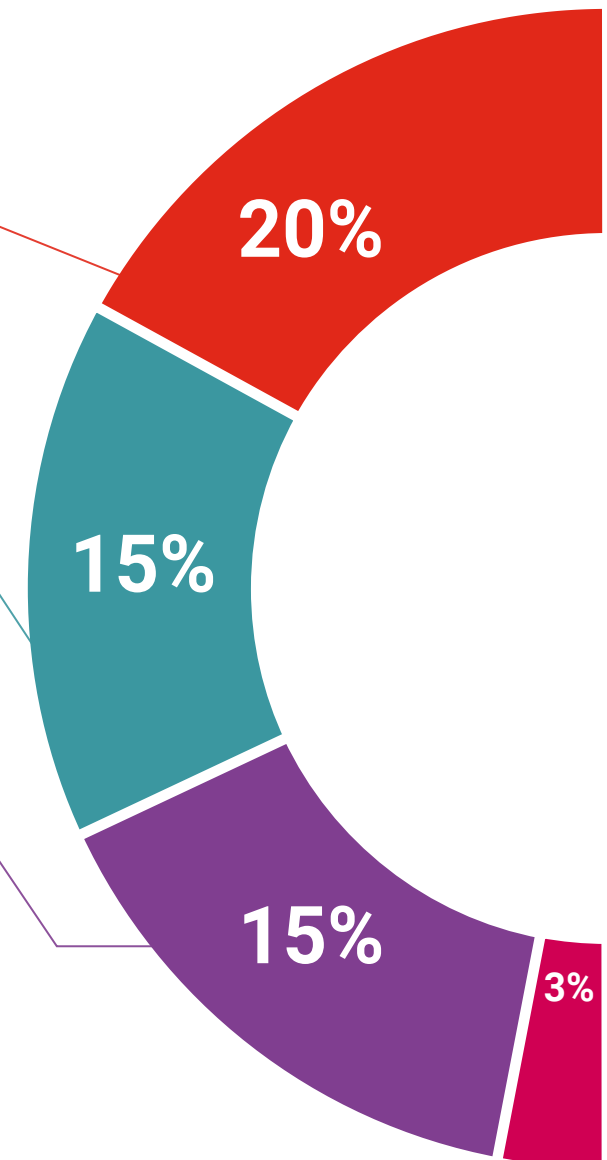
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

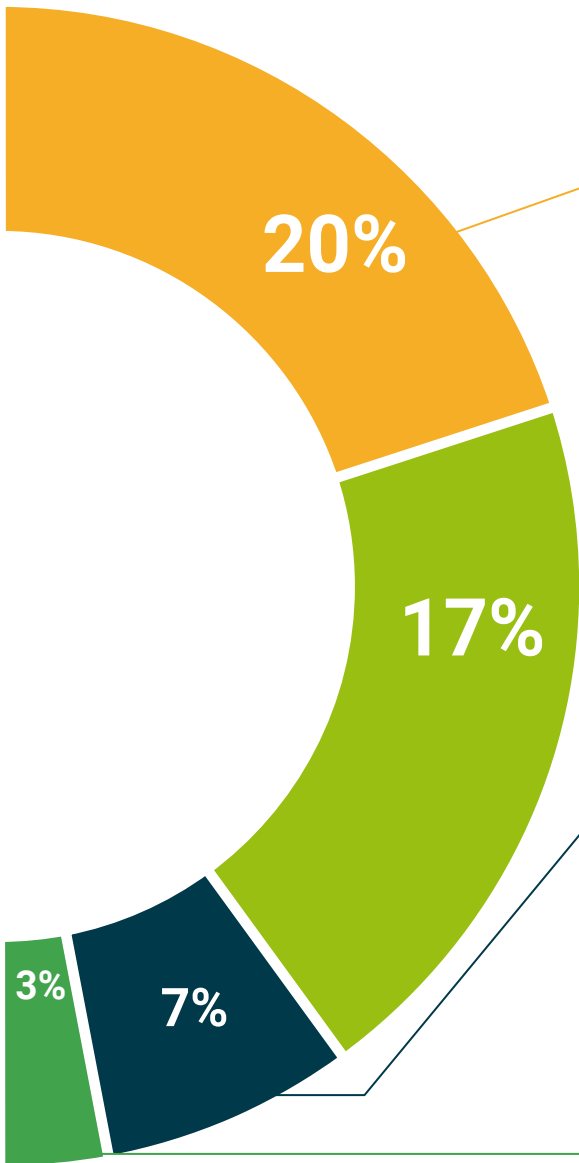
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



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.



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.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

Certificate

The Postgraduate Certificate in Neuromarketing guarantees, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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*

This **Postgraduate Certificate in 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 **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Neuromarketing**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

tech technological
university

Postgraduate
Certificate

Neuromarketing

Course Modality: Online

Duration: 2 months.

Certificate: TECH Technological University

Postgraduate Certificate Neuromarketing

