

Postgraduate Certificate Neuropolitics



Postgraduate Certificate Neuropolitics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/psychology/postgraduate-certificate/neuropolitics

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01

Introduction

Neuropolitics is an emerging interdisciplinary field that scientifically focuses on how the human brain reacts to different stimuli within the political realm. In this context, an increasing number of political organizations are seeking highly specialized psychologists to develop persuasive messages that resonate with the public's mind. To capitalize on these career opportunities, professionals need to gain competitive advantages that set them apart from other candidates. To assist them in this endeavor, TECH Global University offers a comprehensive Postgraduate Certificate that will equip them with the skills to design innovative strategies that promote more active civic participation. Additionally, the program is delivered in a flexible 100% online format.



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Through this Postgraduate Certificate, based on the Relearning method, you will develop the skills to carry out effective interventions that promote more informed political decision-making”

Emotions play a fundamental role in political campaigns, as they directly influence aspects such as perceptions, decisions, and voter behavior. Professionals in psychology possess a deep understanding of how individuals process political information at the neural level, enabling them to contribute significantly to analyzing public behavior. At the same time, these experts can devise strategies to overcome psychological barriers that prevent political participation in certain segments of the population.

Recognizing this reality, TECH has created a pioneering program in Neuropolitics. Designed by experts in the field, the curriculum will deeply explore the workings of the Political Brain, allowing graduates to identify cognitive or emotional biases that impact political thought.

In this context, the program will cover key aspects such as group belonging, political emotions, branding, and advertising campaigns. Throughout the course, graduates will acquire the skills to develop effective political interventions that foster healthy civic participation, reduce polarization, and improve informed decision-making. The program will feature a renowned International Guest Director, who will share the latest advancements in this area of specialization.

The curriculum is based on the revolutionary Relearning methodology, a learning system pioneered by TECH, which involves the repetition of key aspects of the material to ensure they remain in the mind. This allows for individualized learning, as there are no fixed schedules or predetermined assessment timelines. The only requirement for students is a device with internet access, such as a mobile phone, tablet, or computer.

This **Postgraduate Certificate in Neuropolitics** contains the most complete and up-to-date educational program available. Its most notable features are:

- ♦ Practical cases presented by experts in Neurosciences
- ♦ The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



You will achieve your most ambitious professional goals through this Postgraduate Certificate, which includes a Masterclass delivered by a prestigious International Guest Director highly specialized in Neuroscience"

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You will delve into the neural foundations of political decision-making and understand how these impact individuals' choices”

The academic curriculum will include real-world cases of Neuropolitics application, allowing you to draw valuable lessons to consider in your daily practice.

TECH's online methodology will allow you to choose the time and place to study, without hindering your professional work.

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts.



02 Objectives

Through this Postgraduate Certificate, psychologists will master the fundamental principles of Neuropolitics to understand political behavior and decision-making. In this way, specialists will stand out for their deep knowledge of how neurobiological processes influence political perception, opinion formation, and choices. Additionally, graduates will acquire skills in analyzing neuroscientific data, including how to interpret or draw conclusions from data collected using neuroimaging techniques and other research methods.



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You will develop advanced competencies aimed at designing and conducting research studies in the field of Neuropolitics”



General Objectives

- ♦ Update knowledge on Neurosciences in their different fields of application, from the clinical, educational or social area
- ♦ Increase the quality of the teaching professional's practice in their performance
- ♦ 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 training and research





Specific Objectives

- ♦ Explore the concept of the political brain
- ♦ Know how group membership and group bias are formed
- ♦ Study in depth the positive and negative emotions generated in politics
- ♦ Probing the candidate's brain
- ♦ Know how political *branding* is formed around a candidate
- ♦ Study in depth the new tools applied to Neuropolitics

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This program will make you a more well-rounded professional by preparing you to successfully tackle the current challenges in the field of Neuropolitics”

03

Course Management

TECH's priority is to offer its students university programs of exceptional quality. For the design of this Postgraduate Certificate, the expertise of leading figures in the field of Neurosciences has been enlisted. These professionals are highly specialized in Neuropolitics, and are also distinguished by their extensive professional experience. In this way, they have created a wealth of high-quality educational resources to impart all of their knowledge to graduates. Undoubtedly, this will provide an immersive academic experience that will significantly enhance psychologists' careers.



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You will access a curriculum developed by a renowned teaching team, guaranteeing you a successful learning experience”

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 he was awarded the **Else Kröner-Fresenius Prize**, recognizing his 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
- 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

- ♦ Independent Psychologist and expert writer in Neurosciences
- ♦ Writer specialized in Psychology and Neurosciences
- ♦ Author of the Open Chair of Psychology and Neurosciences
- ♦ Scientific Disseminator
- ♦ Doctorate in Psychology
- ♦ Bachelor's Degree in Psychology. University of Seville
- ♦ Master's Degree in Neurosciences and Behavioral Biology. Pablo de Olavide University, Seville
- ♦ Expert in Teaching Methodology. La Salle University
- ♦ University Specialist in Clinical Hypnosis, Hypnotherapy. National University of Distance Education - UNED.
- ♦ Diploma in Social Graduate, Human Resources Management, Personnel Administration. University of Seville
- ♦ Expert in Project Management, Administration and Business Management. Federation of Services U.G.T
- ♦ Certified "Trainer of Trainers" Official College of Psychologists of Andalusia

**Ms. Jiménez Romero, Yolanda**

- ♦ Pedagogical Advisor and External Educational Collaborator
- ♦ Academic Coordinator of Online University Campus
- ♦ Territorial Director of the Extremadura-Castile La Mancha Institute of High Abilities
- ♦ Creation of INTEF Educational Contents in the Ministry of Education and Science
- ♦ Degree in Primary Education with a specialization in English
- ♦ Psychopedagogue by the International University of Valencia
- ♦ Master's Degree in Neuropsychology of High Abilities
- ♦ Master's Degree in Emotional Intelligence Specialist in NLP Practitioner

Faculty**Ms. Pellicer Royo, Irene**

- ♦ Expert in Emotional Education at the Jesuitas-Caspe School, Barcelona
- ♦ Master's Degree in Medical Sciences Applied to Physical Activity and Sport by the University of Barcelona
- ♦ Master's Degree in Emotional Education and Well-being from the University of Barcelona
- ♦ Bachelor's Degree in Physical Activity and Sport Sciences at the University of Lérida

04

Structure and Content

This Postgraduate Certificate will allow psychologists to understand the relationship between the brain and political behavior, including how neurobiological factors can influence political ideology. To achieve this, the academic itinerary will focus on analyzing attentional biases, enabling graduates to understand how the human brain selectively focuses on certain political stimuli while ignoring others. In this regard, the curriculum will delve into aspects such as the sense of belonging to a group, political emotions, and electoral campaigns. Furthermore, the educational materials will examine the most cutting-edge tools used in this field.



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You will gain a solid understanding of how neurobiological factors influence aspects such as political ideology and decision-making”

Module 1. Neuropolitics

- 1.1. The Political Brain
 - 1.1.1. The Social Brain
 - 1.1.2. Political Choice at the Neuronal Level
- 1.2. Attentional Biases
 - 1.2.1. Personal Choice
 - 1.2.2. Family Tradition
- 1.3. Political Belonging
 - 1.3.1. Belonging to a Group
 - 1.3.2. Group Biases
- 1.4. Political Emotions
 - 1.4.1. The Positive Emotions of Politics
 - 1.4.2. The Negative Emotions of Politics
- 1.5. Right vs. Left.
 - 1.5.1. Right-Wing Brain
 - 1.5.2. Left-Wing Brain
- 1.6. The Politician's Image
 - 1.6.1. Candidate and the Brain
 - 1.6.2. Political Collaborators and the Brain
- 1.7. The Party Brand
 - 1.7.1. Political Branding
 - 1.7.2. The Brain and Political Brands
- 1.8. Political Campaigns
 - 1.8.1. Advertising Campaigns in Politics
 - 1.8.2. Electoral Campaigns in Politics
- 1.9. The Decision to Vote
 - 1.9.1. Voter Profile
 - 1.9.2. Undecided Voter Profile
- 1.10. New Tools Applied to Neuropolitics
 - 1.10.1. Case Studies in Neuropolitics
 - 1.10.2. Successes of Neuropolitics





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You are looking at a flexible program that is compatible with your most demanding daily responsibilities. What are you waiting for to enroll?”

05

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*





The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
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.

The university methodology top-rated by its students

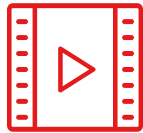
The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

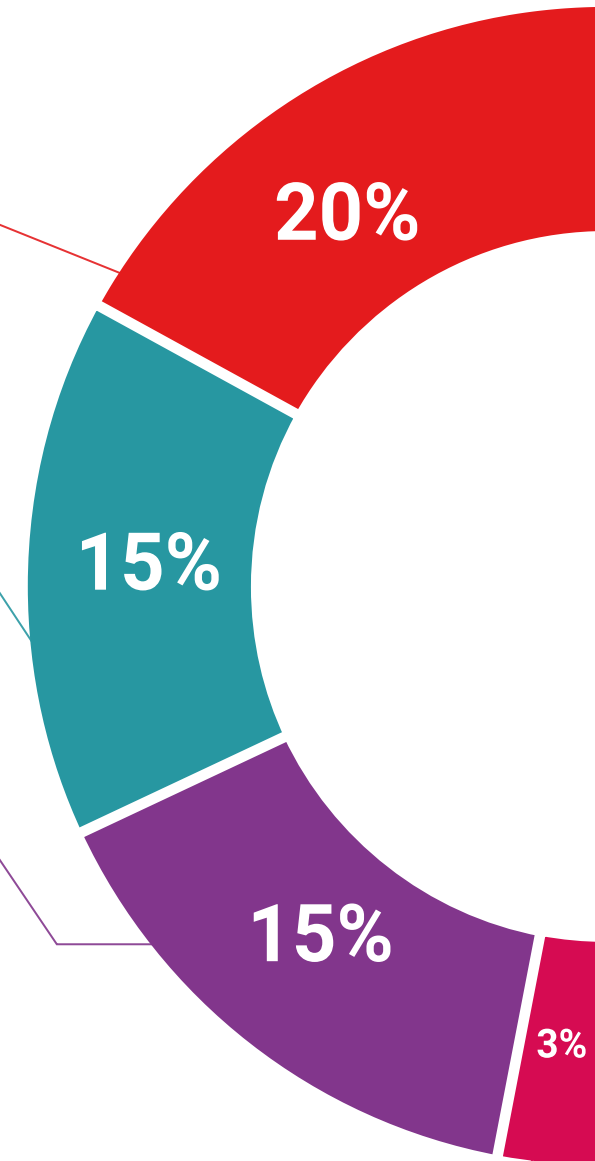
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

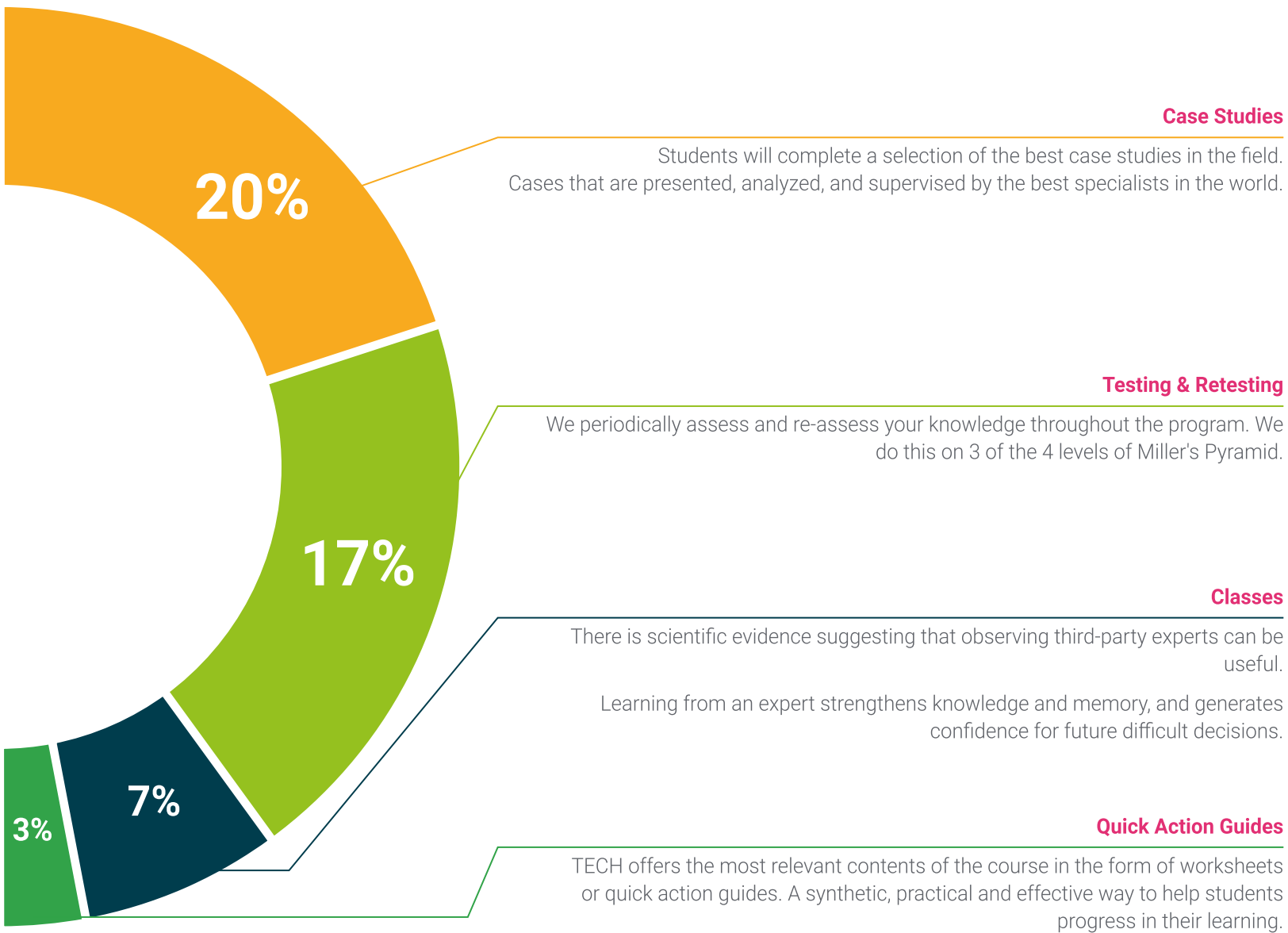
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





06 Certificate

The Postgraduate Certificate in Neuropolitics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a **Postgraduate Certificate in Neuropolitics** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Neuropolitics**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



Postgraduate Certificate Neuropolitics

- » Modality: online
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Postgraduate Certificate Neuropolitics