



Postgraduate Diploma

Neuromarketing and Neuroeconomics in Psychology



Postgraduate Diploma Neuromarketing and Neuroeconomics in Psychology

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/psychology/postgraduate-diploma/postgraduate-diploma-neuromarketing-neuroeconomics-psychology

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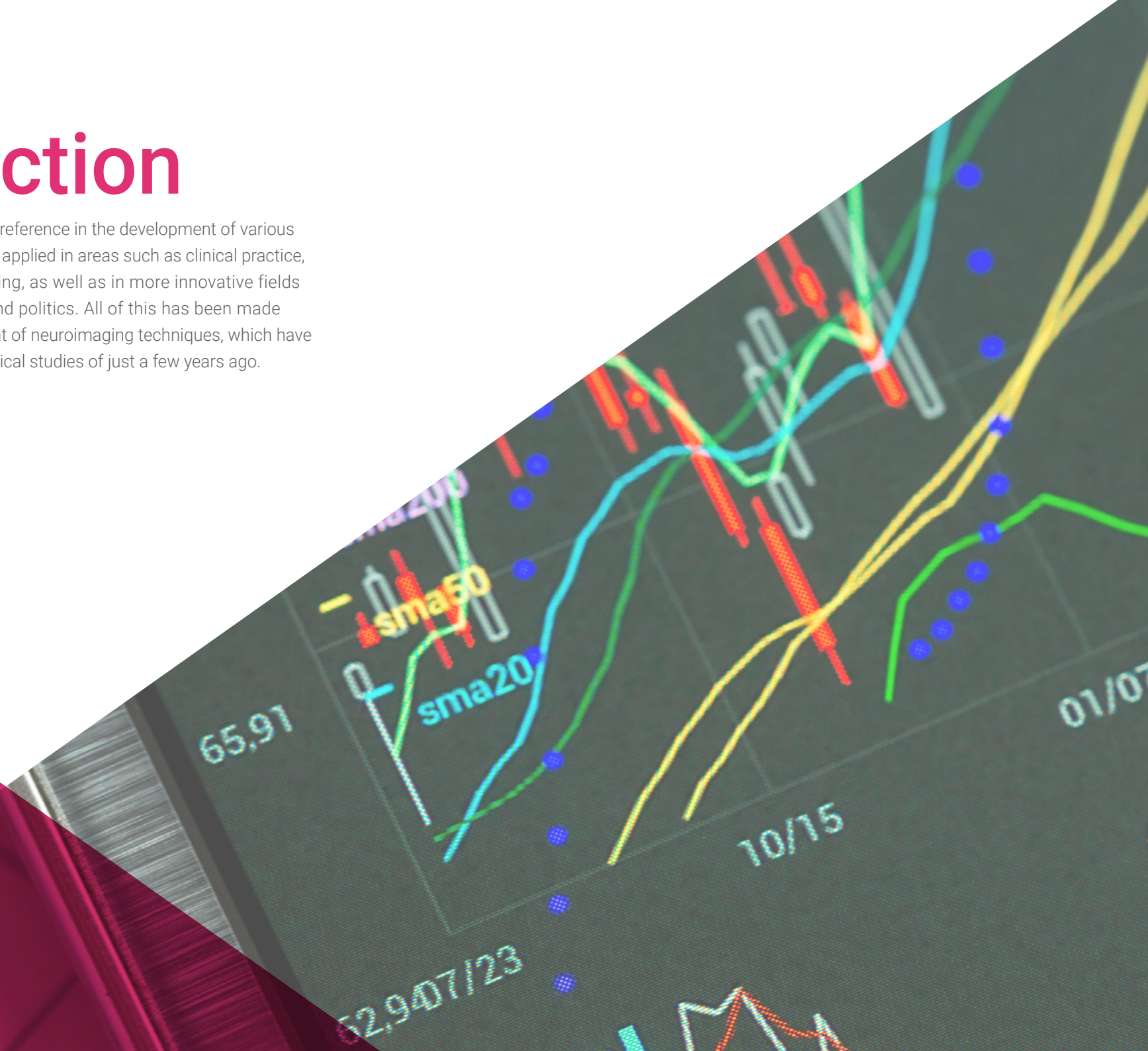
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01

Introduction

Neurosciences have become a key reference in the development of various fields of knowledge in recent years, applied in areas such as clinical practice, education, linguistics, and marketing, as well as in more innovative fields such as economics, leadership, and politics. All of this has been made possible thanks to the advancement of neuroimaging techniques, which have surpassed the rudimentary anatomical studies of just a few years ago.



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This specialization enhances the success rate of professionals in this field, resulting in better practice and social benefits for the entire community”

Neuromarketing is the application of neuroscience techniques to marketing. Its goal is to understand and comprehend the levels of attention people give to different stimuli. In this way, it seeks to explain human behavior based on neuronal activity.

The aim of using these techniques in marketing is to improve the effectiveness of decisions by identifying which stimuli capture the most attention and which do not directly influence behavior. The purpose is to better understand people and their decision-making processes. On the other hand, neuroeconomics is the science that studies how the brain functions in making economic decisions. This field helps to understand the causes of behavior and contributes to the development of models that can predict decisions.

What may seem like overly technical aspects or complex language is addressed and explained in a clear and accessible way for any professional interested in the field. This will provide a broad perspective on both theoretical and applied aspects of neuroscience in the various disciplines where they are currently used.

This program offers a unique opportunity to explore the broad scope of applied neurosciences across different fields, presented with sufficient clarity to be directly applied in professional practice.

Students will have access to the latest advances in neuroscience, both theoretically and in terms of practical applications within their professions, offering a qualitative advantage over other professionals in the sector. The knowledge gained will facilitate integration into the job market or advancement within it, thanks to an extensive theoretical and practical understanding that will enhance students' skills in their roles.

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

- ♦ The development of practical cases presented by experts in Neuromarketing and Neuroeconomics
- ♦ 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
- ♦ The latest updates on Neuromarketing and Neuroeconomics
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Neuromarketing and Neuroeconomics
- ♦ 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



*Update your knowledge
through the Postgraduate
Diploma in Neuromarketing and
Neuroeconomics in Psychology*

“

This Postgraduate Diploma could be the best investment you make in selecting a professional development program for two key reasons: in addition to updating your knowledge in Neuromarketing and Neuroeconomics in Psychology, you will receive a diploma from TECH Global University”

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

Take the opportunity to learn about the latest advances in this field and apply it to your daily practice.

The program features a faculty composed of professionals from the field of psychology, who bring their practical experience to this specialization, as well as renowned specialists from leading scientific 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 an immersive learning experience designed to prepare for real-life situations.

The design of this program focuses on Problem-Based Learning, by means of which the psychology professional must try to solve the different professional practice situations that arise. To achieve this, the specialist will have the support of an innovative interactive video system created by renowned experts in the fields of neuromarketing and neuroeconomics, with extensive experience.



02 Objectives

The Postgraduate Diploma in Neuromarketing and Neuroeconomics in Psychology is designed to facilitate the work of professionals interested in these areas, with significant application in their professional field.



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This Postgraduate Diploma will allow you to update your knowledge in Neuromarketing and Neuroeconomics using the latest educational technology, contributing with quality and confidence to decision-making processes”



General Objectives

- ♦ Introduce students to the vast world of neuroscience from a practical perspective, enabling them to understand the various disciplines related to brain study in relation to human behavior and its possibilities
- ♦ Understand the tools used in the research and practice of neuroscience
- ♦ Encourage the development of skills and competencies by promoting continuous training and research



Specific Objectives

- ♦ Knowing how the nervous system is formed
- ♦ Learn about the types of neurons
- ♦ Identify the hemispheres and brain lobes
- ♦ Differentiate between localizationism and brain functionalism
- ♦ Discover undifferentiated neurons
- ♦ Understand programmed neuronal death
- ♦ Recognize the inter-neuronal electrical communication
- ♦ Determine the role of myelin in neurons
- ♦ Comprehend inter-neuronal chemical communication
- ♦ Classify neurohormones and their functions
- ♦ Differentiate between age and neuronal plasticity
- ♦ Discover neuronal development
- ♦ Understand the peculiarities of the right brain
- ♦ Unravel the left brain
- ♦ Explore white matter
- ♦ Recognize gender differences at the neuronal level
- ♦ Classify hemispheric functions
- ♦ Discover the new localizationism
- ♦ Comprehend invasive techniques
- ♦ Recognize non-invasive techniques
- ♦ Distinguish between single or multiple choices
- ♦ Learn about neuronal learning in choices
- ♦ Comprehend the brain's role in pleasure
- ♦ Relate the brain to surprise
- ♦ Differentiate between decisions and choices at the neuronal level
- ♦ Explore consumption as the end of choice
- ♦ Identify the child's brain and choices
- ♦ Define the adult brain in relation to choices
- ♦ Differentiate the male brain and choices
- ♦ Explore the female brain and choices
- ♦ Understand the relevance of mirror neurons in marketing
- ♦ Explore social and prosocial behavior in marketing
- ♦ Identify decision-making learning
- ♦ Learn about memory and forgetting decisions
- ♦ Distinguish between invasive neural techniques
- ♦ Differentiate between non-invasive neural techniques
- ♦ Explore applied cases of neuromarketing



- ◆ Learn the results of neuromarketing
- ◆ Identify new sales technologies related to the brain
- ◆ Understand the relationship between neuromarketing and sales
- ◆ Explore the relationship between intelligence and mathematics
- ◆ Recognize the relationship between multiple intelligences and mathematics
- ◆ Differentiate between implicit and explicit trend theories
- ◆ Distinguish between fashion and neuronal trendism
- ◆ Understand the relationship between personality and risk behavior
- ◆ Establish the relationship between the brain and risk behavior
- ◆ Identify basic biases in mathematics
- ◆ Comprehend complex biases in mathematics
- ◆ Learn about positive neuronal emotions and the economy
- ◆ Understand negative neuronal emotions and the economy
- ◆ Observe economic success at the neuronal level
- ◆ Discover economic failure at the neuronal level
- ◆ Explore clinical psychology and economics
- ◆ Verify the relationship between personality and economics

“

*Take the step to update yourself
on the latest advancements in
Neuromarketing and Neuroeconomics”*

03

Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational centers and universities in the country, who are aware of the relevance of up-to-date specialization and are committed to quality teaching through new educational technologies.





“

A comprehensive educational program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life”

Module 1. Basis of Neurosciences

- 1.1. Nervous System and Neurons
 - 1.1.1. Formation of the Nervous System
 - 1.1.2. Types of Neurons
- 1.2. Neurobiological Foundations of the Brain
 - 1.2.1. Brain Hemispheres and Lobes
 - 1.2.2. Localizationism vs. Functionalism
- 1.3. Genetics and Neural Development
 - 1.3.1. Undifferentiated Neurons
 - 1.3.2. Programmed Neural Death
- 1.4. Myelination
 - 1.4.1. Inter-Neuronal Electrical Communication
 - 1.4.2. The Role of Myelin in Neurons
- 1.5. The Brain's Neurochemistry
 - 1.5.1. Interneuronal Chemical Communication
 - 1.5.2. Neurohormones and Their Functions
- 1.6. Plasticity and Brain Development
 - 1.6.1. Age vs Neuronal Plasticity
 - 1.6.2. Neuronal Development
- 1.7. Hemispheric Differences
 - 1.7.1. Right Brain
 - 1.7.2. Left Brain
- 1.8. Interhemispheric Connectivity
 - 1.8.1. The White Matter
 - 1.8.2. Gender Differences
- 1.9. Localizationism vs. Functionalism
 - 1.9.1. Hemispheric Functions
 - 1.9.2. New Localizationism
- 1.10. Invasive vs Non-Invasive Techniques for Studying the Brain
 - 1.10.1. Invasive Techniques
 - 1.10.2. Non-Invasive Techniques

Module 2. Neuromarketing

- 2.1. The Brain in Decision-Making
 - 2.1.1. Single or Multiple Choices
 - 2.1.2. The Neural Learning of Choices
- 2.2. Pleasure vs. Surprise
 - 2.2.1. The Brain Faced With Pleasure
 - 2.2.2. The Brain Faced With Surprise
- 2.3. The Consumer's Brain
 - 2.3.1. Decisions and Choices on a Neural Level
 - 2.3.2. Consumption as the Purpose of Choosing
- 2.4. The Ages of the Brain
 - 2.4.1. Children's Brain and Choices
 - 2.4.2. Adult Brain and Choices
- 2.5. Male Brain vs. Female Brain
 - 2.5.1. Male Brain and Choices
 - 2.5.2. Female Brain and Choices
- 2.6. Mirror Neurons and Social Behavior
 - 2.6.1. The Relevance of Mirror Neurons in Marketing
 - 2.6.2. Social and Pro-Social Behavior in Marketing
- 2.7. Learning and Memory
 - 2.7.1. Learning Decisions
 - 2.7.2. Remembering and Forgetting Decisions
- 2.8. Techniques for Evaluating Neuro-Marketing
 - 2.8.1. Invasive Neural Techniques
 - 2.8.2. Non-Invasive Neural Techniques
- 2.9. Successes and Failures of Neuro-Marketing
 - 2.9.1. Applied Cases of Neuro-Marketing
 - 2.9.2. Results of Neuro-Marketing
- 2.10. Sales Techniques vs. Neuro-Marketing
 - 2.10.1. Sales Technology and the Brain
 - 2.10.2. Neuromarketing and Sales



Module 3. Neuroeconomics

- 3.1. The Economic Brain
 - 3.1.1. Numbers and the Brain
 - 3.1.2. Mathematics and the Brain
- 3.2. Neural Foundations of Calculation Errors
 - 3.2.1. Simple vs Complex Calculations
 - 3.2.2. Common Mathematical Mistakes
- 3.3. Development of the Mathematical Brain
 - 3.3.1. Language vs. Mathematics on a Cerebral Level
 - 3.3.2. Mathematical Development
- 3.4. Mathematics vs. Intelligence
 - 3.4.1. Intelligence and Mathematics
 - 3.4.2. Multiple and Mathematical Intelligences
- 3.5. Trends and Fads at the Neural Level
 - 3.5.1. Implicit Theories vs. Explicit Trend Indicators
 - 3.5.2. Fashion and Neural Idiom
- 3.6. Risk Assumption vs. Conservation
 - 3.6.1. Personality and Risk
 - 3.6.2. The Brain and Risk
- 3.7. Mathematical Biases
 - 3.7.1. The Basic Biases of Mathematics
 - 3.7.2. The Complex Biases of Mathematics
- 3.8. Emotions vs. Economy
 - 3.8.1. Positive Neural Emotions and the Economy
 - 3.8.2. Negative Neural Emotions and the Economy
- 3.9. Economic Success and Failure
 - 3.9.1. Economic Success on a Neural Level
 - 3.9.2. Economic Failure on a Neural Level
- 3.10. Economic Psychopathology
 - 3.10.1. Clinical and Economic Psychology
 - 3.10.2. Personality and Economy

04

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.



“

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.

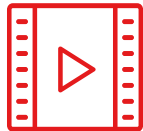
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

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

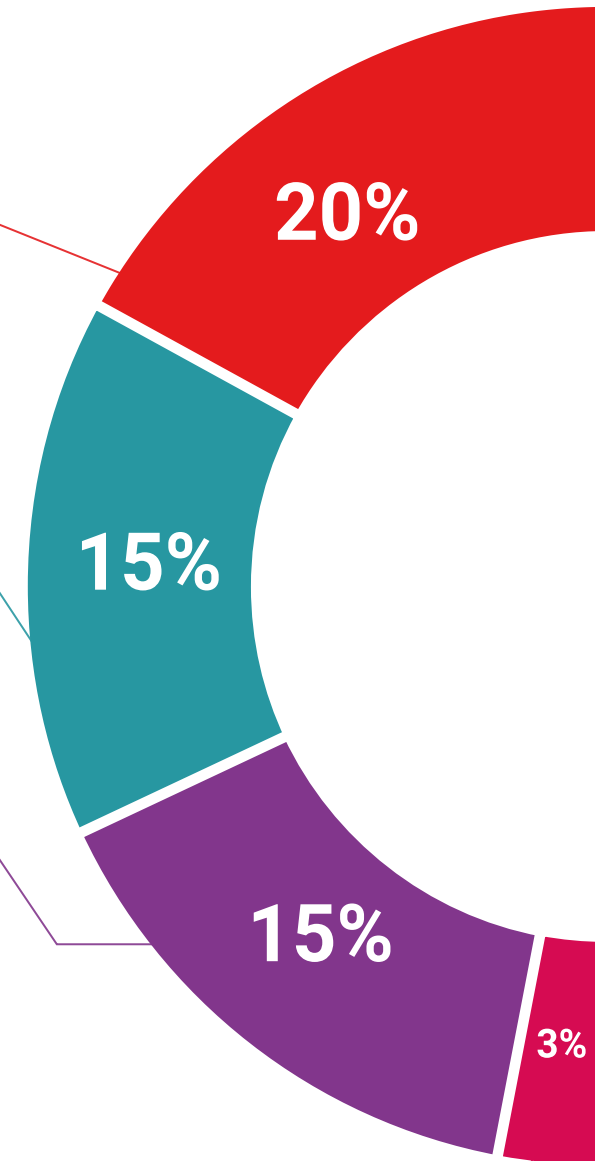
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

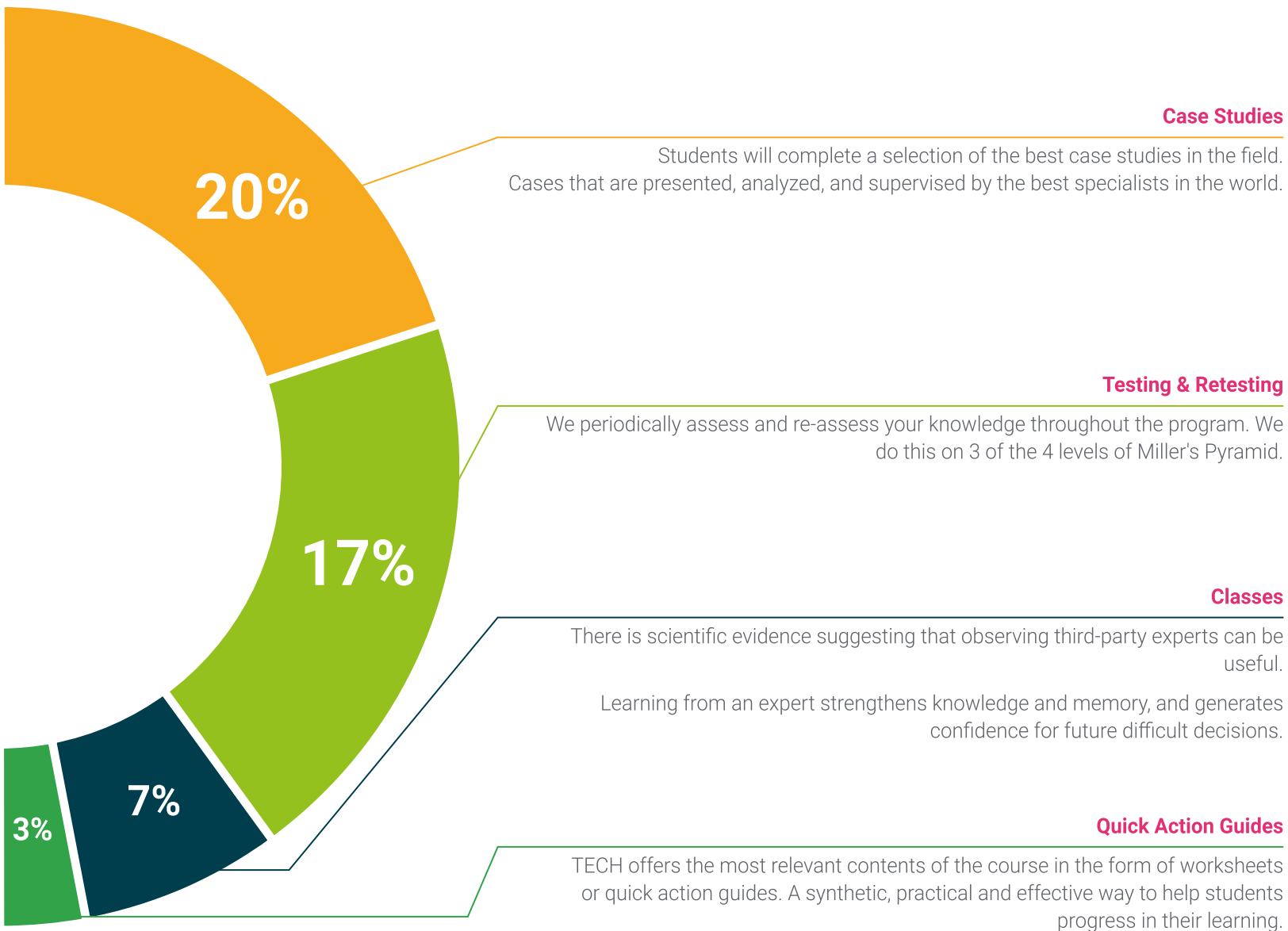
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





05 Certificate

The Postgraduate Diploma in Neuromarketing and Neuroeconomics in Psychology guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma issued by TECH.



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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 diploma for the **Postgraduate Diploma in Neuromarketing and Neuroeconomics in Psychology** 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.

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