

# Postgraduate Certificate

## Neuromarketing Applied to Digital Experience



## Postgraduate Certificate Neuromarketing Applied to Digital Experience

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/neuromarketing-applied-digital-experience](http://www.techtute.com/us/school-of-business/postgraduate-certificate/neuromarketing-applied-digital-experience)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

Today's digital marketplace is a highly competitive environment in which companies need to be able to attract and retain customers in order to succeed. In order to achieve this, it is necessary to understand how consumers interact with websites, mobile apps and social networks, and how they are influenced by digital marketing strategies. This is where Neuromarketing Applied to Digital Experience comes into play. In response to this relevance TECH has designed this 100% online program in Neuromarketing Applied to the Digital Experience, which offers a complete overview of how to apply it in the company and business, from online consumer behavior to UX Writing and Neuro Design techniques. It also provides digital tools applied to Neuromarketing and teaches how to measure usability and user satisfaction levels. Its methodology and specialized support will allow the participant to progressively evolve towards the goal.



Postgraduate Certificate in Neuromarketing Applied to Digital Experience.  
TECH Technological University



“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, volume + technology = a ground-breaking price. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The 100% online Postgraduate Certificate in Neuromarketing Applied to Digital Experience aims to provide business professionals with a complete education in this constantly evolving discipline. Students will learn how to apply Neuromarketing techniques and tools to improve user experience, user retention and the effectiveness of digital marketing strategies. With this program, students will acquire practical skills and theoretical knowledge to apply Neuromarketing in their digital marketing strategies, which can drive business success.



“

*Learn how to design memorable digital experiences for your customers”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Neuromarketing Applied to Digital Experience enables students to:

01

Present a clear vision of the user profile and their expectations in relation to the digital environment, identifying and understanding online consumer behavior

04

Identify the role of social media strategy from Neuromarketing as a tool to understand the consumer and improve brand perception in this environment

02

Align the expectations of companies and the online customer

03

Compile the main techniques and resources of Neuromarketing applied to digital marketing, evaluating and adapting the communication strategies of the digital environment

06

Acquire a global vision of some of the main cognitive biases, understand how they are used, seeking a new perspective that puts the customer at the center of the brand so that they have the best experience





05

Compile the main characteristics of web design from Neuromarketing, focusing on improving customer experience

08

Compile the key aspects of online advertising from a Neuromarketing point of view

09

Demonstrate the role that Neuromarketing plays in the digital environment and how it has the ability to enhance the digital marketing strategy of companies through measurements that provide accurate data on browsing and purchasing behavior

07

Propose tools such as Customer Journey to identify and predict both consumer emotions and the moments of contact between them and the brand

10

Present a real case that demonstrates the application and measurement of neuromarketing in social networks, offering a practical view of neuroscience research in digital environments



05

# Structure and Content

TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Digital Experience features an innovative study methodology adapted to the needs of the students. The program structure is designed to provide comprehensive instruction in the discipline, from the fundamentals of online consumer behavior to advanced UX Writing and Neuro Design techniques. Students can study online and at their own pace, allowing them to adapt their learning to their schedule and availability.



“

*Know in a comfortable way and with the quality that you deserve the latest digital tools applied to Neuromarketing and use them to improve your ROI”*

## Syllabus

The 100% online Postgraduate Certificate in Neuromarketing Applied to Digital Experience offers a comprehensive and up-to-date education on how to apply Neuromarketing techniques and tools in the digital marketplace. The program's syllabus focuses on the most recent advances in the discipline, from the fundamentals of online consumer behavior to advanced *UX Writing* and *Neuro Design* techniques. Students can study online and at their own pace, allowing them to adapt their learning to their schedule and availability.

The application of Neuromarketing in the digital experience has become a necessary tool for any company that wants to succeed in today's digital marketplace. Consumers have become increasingly sophisticated in their online interactions, leading to an increased need to better understand their behavior and preferences. Neuromarketing applied to the digital experience allows companies to identify consumer behavior patterns and preferences, which in turn can help design more effective and engaging digital interfaces and content for them.

In that sense, the course offers a unique opportunity for business professionals to acquire practical skills and theoretical knowledge to apply Neuromarketing in their digital marketing strategies. The study methodology and structure of the program will enhance the process and ensure an innovative and up-to-date learning experience.

This Postgraduate Certificate in Neuromarketing Applied to Digital Experience is developed over 6 weeks and is divided into 1 module:

### Module 1.

### Neuromarketing Applied to the Digital Experience



### Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Neuromarketing Applied to Digital Experience completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Neuromarketing Applied to the Digital Experience**

**1.1. Consumer Behavior of Digital Experiences**

- 1.1.1. Marketing 5.0
- 1.1.2. The New Online Consumer
- 1.1.3. Psychology of the Online Shopper

**1.2. Neuromarketing and Digital Experiences**

- 1.2.1. Changes in Online Shopping Behavior
- 1.2.2. Neuromarketing as an Innovation in Digital Marketing
- 1.2.3. Digital Tools Applied to Neuromarketing

**1.3. Neuromarketing Techniques for Measuring Usability and User Satisfaction Levels**

- 1.3.1. Neuromarketing for Measuring Digital Environments
- 1.3.2. Research Design for Digital Environments
- 1.3.3. Interpretation of the Results

**1.4. Consumer Behavior in Social Networks**

- 1.4.1. User Behavior in Social Networks
- 1.4.3. Emotional Evaluation of a Brand: Tone, Voice and Style
- 1.4.4. Content Strategy Designed to Connect with the User

**1.5. Current user Behavior from a Neuromarketing Perspective**

- 1.5.1. Non-Conscious Processes in Online Customer Behavior
- 1.5.2. Awakening the Desire to Sell
- 1.5.3. Identifying Behaviors: The Customer Journey

**1.6. Neuromarketing as a Digital Tool applied to Business**

- 1.6.1. Designing Strategies Neuromarketing, Empirical Knowledge and Design Thinking
- 1.6.2. Neuromarketing: A Necessary Asset for the Company's Toolkit
- 1.6.3. Neuromarketing as a Tool that Boosts the ROI of Digital Marketing Campaigns

**1.7. UX Techniques from a Neuromarketing Perspective**

- 1.7.1. UX Writing Techniques that Strengthen the Emotional Experience
- 1.7.2. UX Design with Neuromarketing Techniques
- 1.7.3. Web Pages that Work: Avoiding Confusing and Frustrating Customer Experiences
- 1.7.4. How Does the Brain Consume Web Pages
- 1.7.5. Neuro Design Applied to Digital Marketing

**1.8. Neuromarketing in Online Advertising**

- 1.8.1. Online Advertising and Emotions
- 1.8.2. Implicit Memory in Digital Advertising
- 1.8.3. Neuromarketing as a Tool for Online Advertising

**1.9. A New Look at Digital Neuromarketing**

- 1.9.1. Digital Neuromarketing: Cognitive Biases
- 1.9.2. The Human Being We Call "Customer"
- 1.9.3. Cognitive Biases: a Different Perspective
- 1.9.5. Tokenomics and Superfluid

**1.10. Neuromarketing for Researching User Behavior in Social Networks: Practical Application**

- 1.10.1. Real Case: Neuromarketing Research on Instagram
- 1.10.2. Definition of Research on Instagram
- 1.10.3. Tools Used in the Research
- 1.10.4. Analysis of the Research Results



*Study with the flexibility and comfort you need, thanks to TECH's 100% online methodology"*



# 06

# 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.







“

*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"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. 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.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



### 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.

These contents are then applied to the 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.



### 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.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### 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".



### 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.



07

# Our Students' Profiles

The Postgraduate Certificate in Neuromarketing Applied to Digital Experience is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social Sciences, Administration, Economy and Business Sciences.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field Digital Marketing.







“

*Learn how to apply Neuromarketing in social networks to gain a competitive advantage online”*

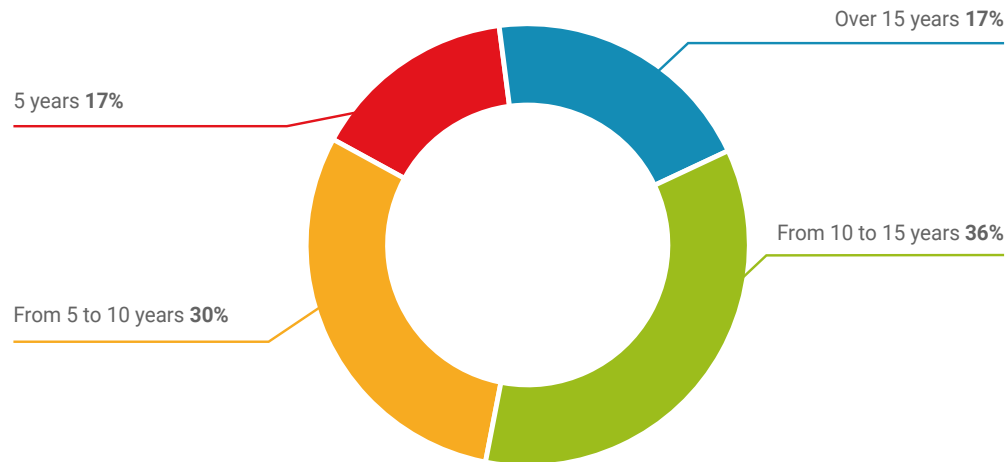
### Average Age

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Between **35** and **45** years old

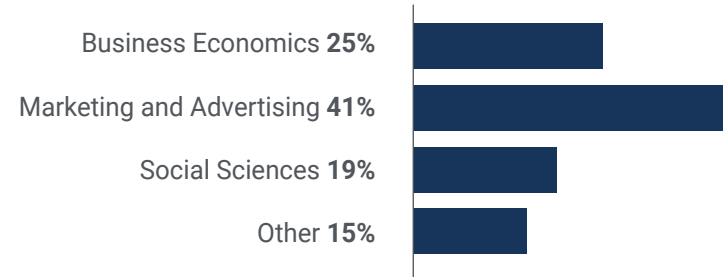
### Years of Experience

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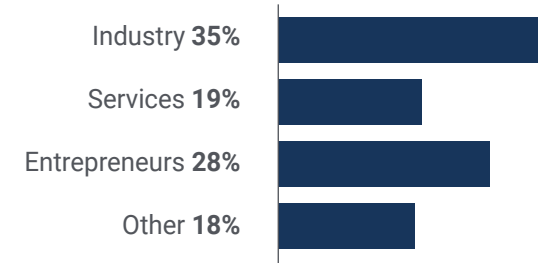
### Training

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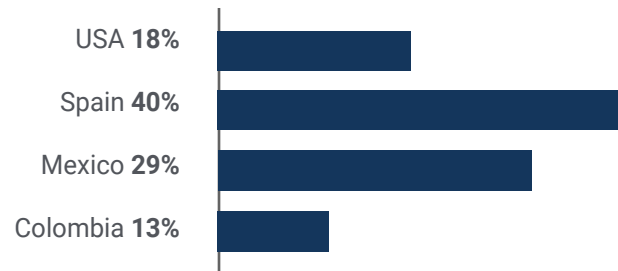
### Educational Profile

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## Geographical Distribution

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## Juan Pérez

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### Marketing Manager of a Technology Company

*"My experience with the Postgraduate Certificate in Neuromarketing applied to the digital experience has been very enriching. As a marketing executive in a technology company, I have always been interested in how consumers interact with our digital platforms. This course has provided me with an in-depth understanding of Neuromarketing techniques and tools that I can apply in my day-to-day work. I highly recommend this program to any business professional looking to improve their understanding of online consumer behavior"*

08

# Course Management

The teaching team of the 100% online Postgraduate Certificate in Neuromarketing Applied to Digital Experience is made up of a team of experts in the field. The professors are researchers, members of associations specialized in Neuromarketing and experts in consumer behavior. Each of them brings extensive experience in the field and practical knowledge in the application of Neuromarketing in the digital experience.





“

*You will be able to learn directly from great experts and acquire a deep understanding of the discipline, which will allow you to apply Neuromarketing effectively in your Digital Marketing strategies”*

## Management



### Mr. Carrascosa Mendoza, Gabriel

- ◆ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association - AEN
- ◆ Degree in Business Administration and Management from the University of Wales
- ◆ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ◆ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ◆ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ◆ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)

## Professors

### Ms. Alff Machado, Larissa

- ◆ Consultant and Implementation Technician at Fusion Lab Neuromarketing
- ◆ Graduate in Advertising from UNP
- ◆ Master's Degree in Neuromarketing and Consumer Behavior from UCM
- ◆ Master's Degree in Digital Marketing from EAE Business School
- ◆ Postgraduate degree in Strategic Marketing from Rio de Janeiro Superior School of Marketing



09

# Impact on Your Career

The 100% online Postgraduate Certificate in Neuromarketing Applied to Digital Experience has a significant impact on the participant's career. Business professionals that take this program acquire practical skills and theoretical knowledge to apply Neuromarketing in their digital marketing strategies, which can drive online business success. In addition, participants have the opportunity to be up-to-date with the most recent advances in the discipline, which can enhance their professional profile and be a key differentiator in their career.







“

*Gain an in-depth understanding of online consumer behavior and enhance your professional development in the field after taking this program”*

*If you are looking to improve and have a positive impact on your professional career, the Postgraduate Certificate in Neuromarketing Applied to Digital Experience is an excellent option to achieve your goals.*

### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Neuromarketing Applied to Digital Experience from TECH is an intensive program that prepares you to face challenges and business decisions in this field from Neuromarketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

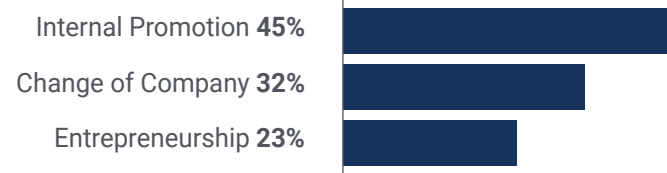
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

*Take advantage of the opportunity to update your professional profile with this Postgraduate Certificate and experience a significant improvement in your career.*

### Time of Change



### Type of Change



### Salary Increase

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The completion of this program represents a salary increase of more than **26.24%** for TECH students.



10

# Benefits for Your Company

The 100% online Postgraduate Certificate in Neuromarketing Applied to Digital Experience has a positive impact on the company. Professionals who take this program acquire skills and knowledge to apply Neuromarketing in their digital marketing strategies, improving the user experience and the effectiveness of the company's marketing strategies. In addition, being up-to-date with the most recent advances in the discipline can increase the company's competitive advantage.





“

*In the digital era, the digital marketing manager can bring new perspectives, concepts and strategies that are essential to the success of the organization”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11

# Certificate

The Postgraduate Certificate in Neuromarketing Applied to Digital Experience guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Neuromarketing Applied to Digital Experience**

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 Applied to Digital Experience**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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