

# Postgraduate Certificate Neuroscience Technology Applied to Neuromarketing



## Postgraduate Certificate Neuroscience Technology Applied to Neuromarketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/neuroscience-technology-applied-neuromarketing](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/neuroscience-technology-applied-neuromarketing)

# 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

Eye-tracking technologies, High Density Electroencephalography (HD-EEG) and Voice Analysis are some of the new tools in the field of Neurosciences that are now being applied with great frequency in market research. Through these tools, goods and services companies have started a new stage of development, focused on understanding the cognitive and emotional processes of the consumer. Professionals who want to keep up-to-date with these changes and lead the transformation of the sector have this program from TECH Technological University within their reach. Through this program, they will learn the most advanced contents to be successful in the field of marketing and advertising of their products. All through a 100% online program, taught on an interactive study platform and without fixed study schedules.



Postgraduate Certificate in Neuroscience Technology Applied to Neuromarketing.  
TECH Technological University



“

*Become an expert in the application of neuroimaging technologies and physiological techniques to evaluate consumer purchasing decision making with this 100% online qualification”*

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

---

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 groundbreaking 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

This program guarantees an exhaustive analysis of the cognitive and emotional processes of the consumer, using advanced Neuroscience tools and techniques. Through its academic objectives, it offers professionals an understanding of neuroimaging technologies and how to apply them in real projects to lead teams in the field of Neuromarketing.



“

*From this program, you will master the creation of more effective advertising strategies and increase customer satisfaction”*

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

This **Postgraduate Certificate in Neuroscience Technology Applied to Neuromarketing** teaches students to:

**01**

Identify the structure and functioning of the brain in relation to Neuromarketing

**02**

Apply neuroimaging technologies and physiological techniques in consumer purchasing decisions

**03**

Describe the functioning of neuroimaging techniques, such as PET, fMRI and EEG, and their applicability in Neuromarketing







04

Assess the usefulness of galvanic response and eye-tracking in product choice

05

Analyze the role of emotions in consumer behavior and their measurement through facial-coding techniques

06

Implement the knowledge acquired in real projects and collaborate with leading companies in the sector to apply their knowledge in practical cases

05

# Structure and Content

TECH Technological University proposes for the analysis of Neuroscience Technology Applied to Neuromarketing a program of excellence in a 100% online format. With this program, professionals will have the opportunity to choose the time and place that best suits their needs to complete their learning in the most efficient way in just 6 weeks.



“

*Relearning, TECH Technological University's didactic method per excellence, will help you assimilate the most complex concepts and tools that are addressed in this program”*

## Syllabus

This very complete Postgraduate Certificate delves into the cognitive and emotional processes of the consumer, using the most cutting-edge tools and techniques in the field of Neurosciences. In particular, it examines equipment with high capacity of results such as PET, fMRI, EEG, GSR and eye-tracking.

Likewise, the syllabus analyzes different neuroimaging instruments and specific physiological techniques that are useful in Neuromarketing intervention. From these contents, students will have the opportunity to develop the best skills to work on real projects.

They will also be able to collaborate with leading companies in the sector based on their experiences developed in this program through case studies. Their performance and efficiency will also earn them the respect of this industry and, therefore, they will be able to assume managerial positions within the institution.

This Postgraduate Certificate in Neuroscience Technology Applied to Neuromarketing takes place over 6 weeks and consists of 1 module:

### Module 1

Neurological Bases and Neuroscience Technology Applied to Neuromarketing



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

TECH offers the possibility of developing this Postgraduate Certificate in Neuroscience Technology Applied to Neuromarketing 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. Neurological Bases and Neuroscience Technology Applied to Neuromarketing**

**1.1. The Brain and its Functions from a Neuromarketing Perspective**

- 1.1.1. Neuroscience and Neuromarketing-Focused Knowledge of the Brain
- 1.1.2. The Brain, its Structure and its Effect on Neuromarketing
- 1.1.3. Cognitive Processes Located in the Brain Related to Buyer Decision Making

**1.2. The Nervous System and Neurons: Role in Consumer Decision Making**

- 1.2.1. Nervous System: Involvement in Buyer Decision Making
- 1.2.2. Nervous System: Cell Types and How They Influence Neuromarketing
- 1.2.3. Nervous System: Functioning and Transmission of Information in the Buyer's Choice of Products

**1.3. Basic Cognitive Processes: Consumer Attention and Consciousness**

- 1.3.1. Attention and its Application to Neuromarketing
- 1.3.2. Consciousness and its Functioning Related to Neuromarketing
- 1.3.3. The Relevance of Attention and Consciousness to Neuromarketing

**1.4. Basic Cognitive Processes: The Consumer's Memory**

- 1.4.1. Memory: Functioning and Classification. Involvement in Consumer Decision-Making
- 1.4.2. Memory Models Involved in Neuromarketing
- 1.4.3. Memory and its Relevance to Neuromarketing

**1.5. Neuroimaging Technologies in Neuromarketing I: Positron Emission Tomography (PET)**

- 1.5.1. Neuroimaging Techniques
- 1.5.2. PET: Operation
- 1.5.3. PET: Applicability to Neuromarketing

**1.6. Neuroimaging Technologies in Neuromarketing II: Functional Magnetic Resonance Imaging (fMRI) and Magnetic Resonance Imaging (MRI)**

- 1.6.1. fMRI Operation
- 1.6.2. MRI Operation
- 1.6.3. Utility of fMRI and MRI in Neuromarketing

**1.7. Neuroimaging Technologies in Neuromarketing III: Electroencephalogram (EEG)**

- 1.7.1. Function and Use of the EEG in Consumer Decision-Making
- 1.7.2. Applicability of EEG in Neuromarketing
- 1.7.3. Comparison of Neuroimaging Techniques

**1.8. Physiological Techniques I: Galvanic Response (GSR) in the Choice of a Product**

- 1.8.1. Applied Neuroscience Physiological Techniques
- 1.8.2. GSR: Operation
- 1.8.3. GSR and its Role in Neuromarketing

**1.9. Physiological Techniques II: Eye-Tracking and Consumer Decision-Making**

- 1.9.1. Sight: Information Processing Focused on Neuromarketing
- 1.9.2. Eye-tracking: Operation and Applicability in Buyer Decision Making
- 1.9.3. Eye-Tracking: Impact on Neuromarketing

**1.10. Measures of Consumer Behavior: Facial-Coding**

- 1.10.1. Emotions: Role from Neuroscience
- 1.10.2. Behavioral Measures
- 1.10.3. FACS: Function and Applicability in Neuromarketing



“

*This program guarantees you mastery of the most complex practical skills for this sector through multimedia materials such as videos, infographics and interactive summaries”*

# 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.*



## 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.

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

## 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 program is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social and Legal Sciences, Administration and Economics.

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

The Postgraduate Certificate is also open to professionals who, being university graduates in any field, have two years of work experience in field of Neuroscience Technology Applied to Neuromarketing.







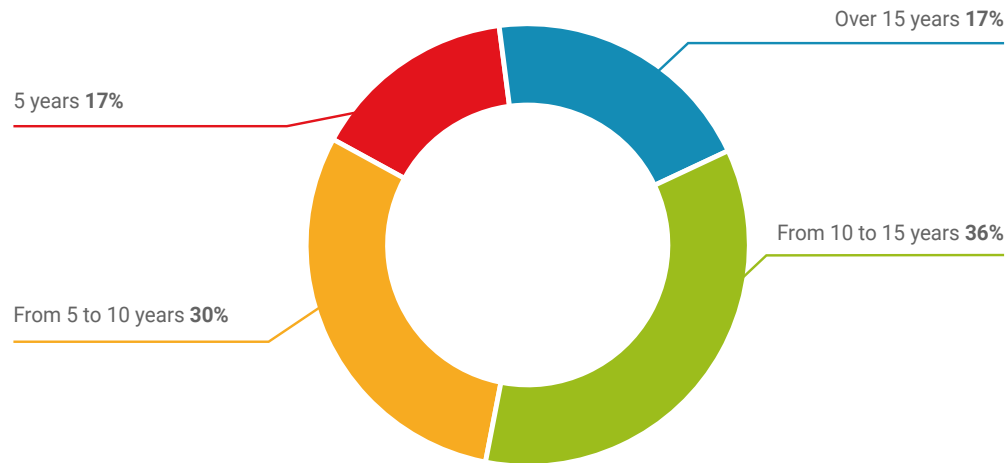
“

*If you want to be up-to-date on the usefulness of galvanic response and eye-tracking in product choice, then enroll in this program”*

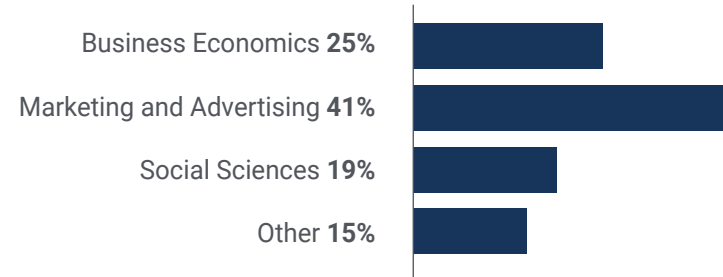
### Average Age

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

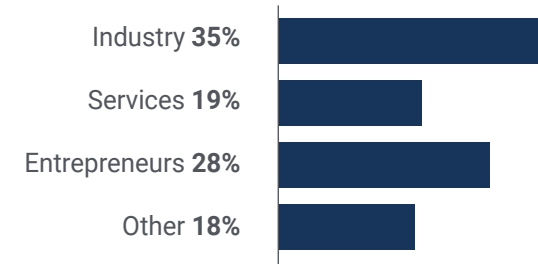
### Years of Experience



### Training

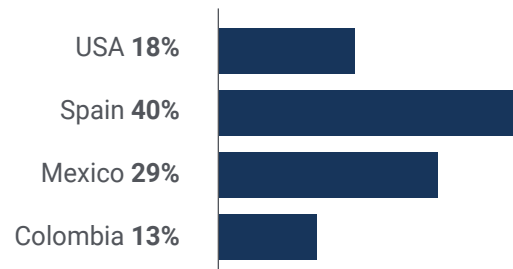


### Educational Profile



## Geographical Distribution

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## Lorenzo Daniel Fernández

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**Manager of Technological Innovation in Neuromarketing**

*"Thanks to TECH Technological University I have acquired an advanced management of complex Neuroscience tools such as Voice Analysis. After completing this program I have applied these contents in projects and collaborations with leading companies in the field of Marketing. Definitely, this didactic experience allowed me to expand my knowledge and access the managerial positions to which I aspired"*

08

# Course Management

The professors of this program have extensive experience in the use of the latest neuroscience technologies and their applications in the field of advertising and marketing. These high-level professionals are recognized in the industry for their practical experiences and personal results as, throughout their careers, they have managed to implement innovative technological solutions for the development of attractive campaigns. Through them, this program provides graduates with top-level competencies through an up-to-date syllabus that can be accessed 100% online.





“

*Do not miss the opportunity to gain experience to lead campaigns based on Neuromarketing through this program taught by the best teaching team”*

## Management



### Mr. Carrascosa Mendoza, Gabriel

- ◆ Researcher and director of Fusión Lab- Applied Neuromarketing Laboratory
- ◆ 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. Duart Llacer, Patricia

- ◆ Specialist in Neuropsychology and Clinical Assistance
- ◆ Research scientist at Thimus
- ◆ Research and data analysis assistant at the Erasmus Rotterdam Hospital
- ◆ Therapeutic assistant at NISA Valencia Hospital
- ◆ In-company trainer in psychology topics
- ◆ Graduate in Psychology with Neurosciences at Reading University
- ◆ Master in Neuropsychology at the University of Leiden
- ◆ Master in Management and Monitoring of Clinical Trials by TECH Technological University



09

# Impact on Your Career

Graduates of this Postgraduate Certificate will be able to lead teams in the field of Neuromarketing, applying neuroscience technology to strategic decision making in marketing and advertising.

In addition, they will have first level skills that they will apply directly in large-scale projects after completing this program. On the other hand, they will achieve a close collaboration with prestigious companies and will assume contacts with clients and suppliers.





“

*The best program in today's academic market is within your reach so that you can master facial-coding techniques and assume managerial responsibilities that depend on their use”*

*This Postgraduate Certificate is made up of 150 didactic hours that you will take advantage of according to your needs and personal progress pace thanks to TECH's 100% online study platform.*

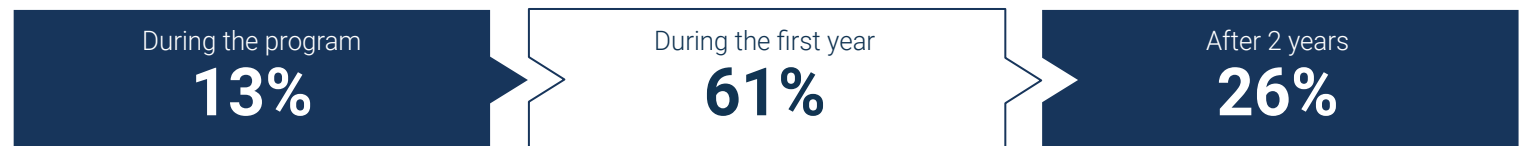
### Are you ready to take the leap? Excellent professional development awaits you

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

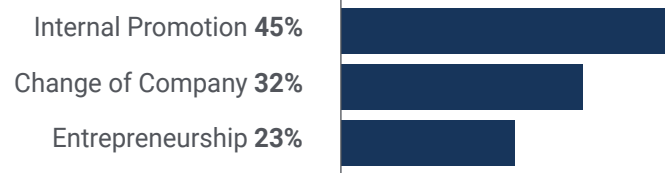
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

*Understand the role of consumer attention and awareness in Neuromarketing thanks to this excellent program.*

### 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

Any graduate of this TECH program will have a deep understanding of the Neuroimaging tools that have revolutionized the Neuromarketing sector. Through their management, they will provide companies with diverse solutions and expand their results.

In addition, the student will take advantage of this program to acquire competencies related to leadership. All of this will translate into increased productivity and efficiency for your company.



“

*Enroll in this program and learn how to apply your knowledge in real projects and collaborate with leading companies in the marketing and advertising sector”*

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.

---

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 Neuroscience Technology Applied to Neuromarketing 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 Neuroscience Technology Applied to 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 Neuroscience Technology Applied to Neuromarketing**

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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