

# Postgraduate Certificate Sensory Marketing



## Postgraduate Certificate Sensory Marketing

- » 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/sensory-marketing](http://www.techtute.com/us/school-of-business/postgraduate-certificate/sensory-marketing)

# 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

Current marketing trends drive companies to create multisensory experiences to generate positive emotions and sensations in customers. Based on these techniques, research certifies that companies are able to increase customer loyalty and sales of their products or services. At the same time, professionals who master these advanced techniques are an important gain for the profitability of companies. In this context, TECH provides a 100% online program where the student will be able to analyze these strategies and approach the most complex tools for their application. For this purpose, it has an interactive platform, multimedia materials, such as videos and infographics, and an innovative teaching method: Relearning.



Postgraduate Certificate in Sensory Marketing.  
TECH Technological University





“

*If you are looking for a program that fits your schedule and personal tasks, this Postgraduate Certificate provides you with a comprehensive syllabus in a 100% online format that will immediately specialize you in the field of Sensory Marketing”*

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:



### 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"*



### Analysis

---

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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### 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.

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 aims to provide professionals with the keys to mastering the connection between the consumer's senses and the shopping experience. Through an innovative teaching methodology, students will develop advanced skills in Neuromarketing and will be able to design unique multi-sensory experiences that foster customer loyalty.



“

*Analyze how emotions affect consumer behavior in the buying process through this comprehensive course”*

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

The **Postgraduate Certificate in Sensory Marketing** will enable the student to:

01

Understand the main elements and concepts of Neuromarketing and its application in the study of consumer behavior

02

Examine the emotional and rational processes involved in the consumer's purchasing decision making process

03

Study the influence of the senses in the consumer's purchase decision process

04

Investigate the importance of attention and awareness in consumer behavior and its relationship to the purchase experience

05

Exploring the relationship between senses and emotions in consumer buying behavior



06

Know the techniques of persuasive communication and their relationship with the consumer's senses

08

Assess the impact of sensory marketing on the consumer shopping experience



09

Study the influence of smells, tastes, textures, colors and sounds on consumer behavior and their application in sensory marketing

07

Investigate the importance of synaesthesia in sensory marketing and its practical application in branding

10

Use the knowledge acquired in the creation of a sensory brand and assess the results obtained

05

# Structure and Content

This Postgraduate Certificate in Sensory Marketing has been designed to meet the interests and priorities of professionals interested in leading teams and performing managerial roles in the field of marketing. The program is delivered 100% online and students will have 6 weeks ahead of them where they will intensively analyze all the particularities of this field of experiences.





“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

## Syllabus

The Postgraduate Certificate in Sensory Marketing provides students with a comprehensive understanding of how the senses influence consumer behavior. The objective is to apply techniques from this discipline to generate positive multisensory experiences and promote customer loyalty.

The syllabus includes an introduction to Neuromarketing and its application to the study of consumer behavior. It will also explore how environmental perception conditions the purchase decision-making process and the role of emotions in customer behavior.

In addition, the sensory system and its relationship with the purchasing and consumption processes will be analyzed in depth. This includes persuasive communication, synesthesia and the marketing of touch, vision, smell and taste.

This Postgraduate Certificate is also ideal for professionals who wish to acquire advanced skills in marketing and management. In addition, this is a field in constant evolution and expansion, so graduates will be prepared to face the current and future challenges of the market.

This Postgraduate Certificate is developed over 6 weeks and consists of one module:

### Module 1

Sensory Marketing: Connecting with the Consumer's Senses from the Neuromarketing Field



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

TECH offers you the opportunity to study this Postgraduate Certificate in Sensory Marketing 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. Sensory Marketing: Connecting with the Consumer's Senses from the Neuromarketing Field**

**1.1. The Shopping Experience through Neuromarketing**

- 1.1.1. Human-Centered Neuromarketing
- 1.1.2. The Shopping Experience as Seen through Neuromarketing
- 1.1.3. The Importance of the Senses in the Purchase Decision Processes
- 1.1.4. Attention and Awareness in Consumer Behavior

**1.2. The Senses and Emotions in Buying Behavior**

- 1.2.1. Rational Processes and Emotional Processes in the Purchasing Process
- 1.2.2. Peak and End Rule
- 1.2.3. How do Emotions Influence the Senses

**1.3. The Sensory System and its Impact on the Buying and Consumption Processes**

- 1.3.1. Functioning of the Sensory System in the Buying Behavior
- 1.3.2. Persuasive Communication and the Senses
- 1.3.3. Synaesthesia and Sensory Marketing
- 1.3.4. Are there Other Senses?
- 1.3.5. Bouba/Kiki Effect

**1.4. The Senses: Marketing of Touch**

- 1.4.1. The Powers of Touch
- 1.4.2. The Great Capacity of the Hands
- 1.4.3. Marketing of Touch

**1.5. The Senses. Visual Marketing: the Power of Vision in Consumption**

- 1.5.1. Vision. Involvement in Consumption
- 1.5.2. The Influence of Light on Shopping Experiences
- 1.5.3. Colors in Branding and Sales
- 1.5.4. A View through Neuromarketing

**1.6. The Senses: Olfactory Marketing as Seen Through Neuromarketing**

- 1.6.1. Smell: What, But Not How?
- 1.6.2. Memory and Smell. Implication in the Shopping Experience
- 1.6.3. The Influence of Smell on Purchases. Practical Applications
- 1.6.4. Olfactory Marketing and Neuromarketing

**1.7. The Senses: Taste Marketing**

- 1.7.1. Functional Properties of Taste
- 1.7.2. Flavors
- 1.7.3. Elements of Taste Marketing

**1.8. The Senses: Auditory Marketing**

- 1.8.1. How Does Hearing Work?
- 1.8.2. Sound and its Qualities
- 1.8.3. Auditory Marketing

**1.9. Sensory Marketing and Neuromarketing**

- 1.9.1. Sensory Marketing as a Key Player in the Consumer Experience
- 1.9.2. The Power of Neuromarketing in the Sensory Domain
- 1.9.3. Neuromarketing and Sensory Marketing: Differentiators of the Shopping Experience

**1.10. Sensory Marketing in Practice**

- 1.10.1. Sensory Marketing and Branding
- 1.10.2. Steps to Sensory Branding
- 1.10.4. Application of Sensory Marketing in Companies
- 1.10.5. Success Stories

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







# 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 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.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

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 Sensory Marketing.







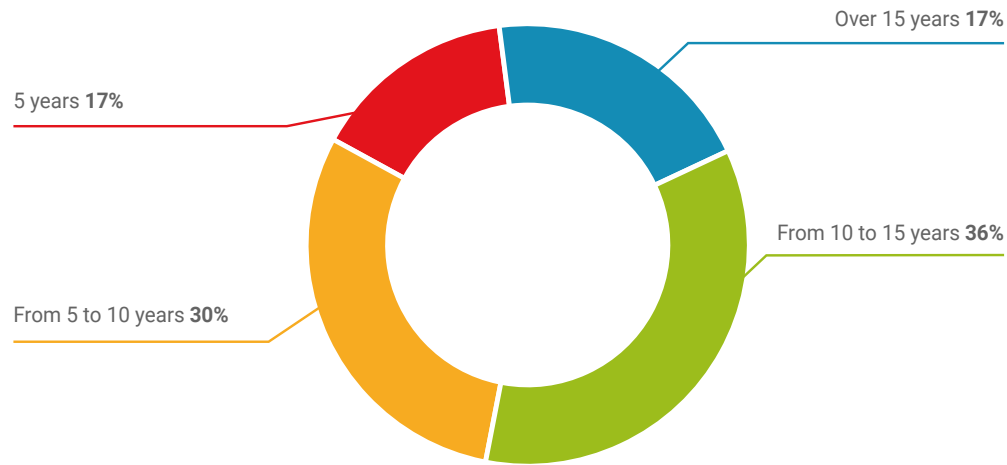
“

*Master the peak-and-finish rule, as well as its applications, to influence consumer purchasing decisions”*

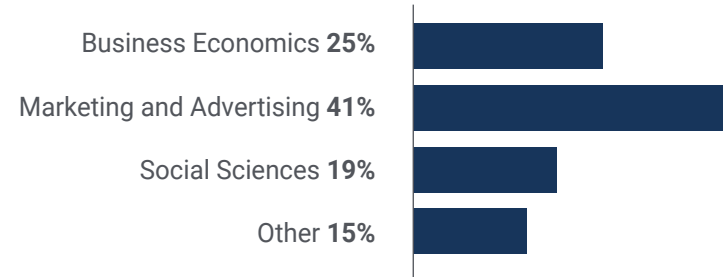
### Average Age

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

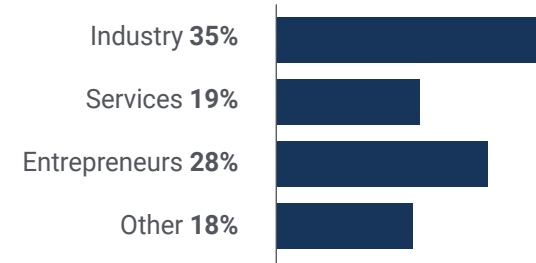
### Years of Experience



### Training

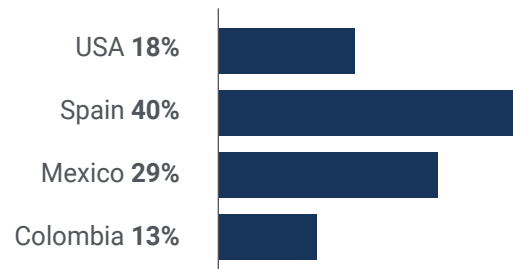


### Educational Profile



## Geographical Distribution

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## Lorena Ana García

Director of Marketing and Sesorial Marketing

*"This Postgraduate Certificate in Sensory Marketing has been transformative for my career. The knowledge acquired has allowed me to apply advanced strategies to improve my clients' experience. At the same time, I have been able to take on project leadership and achieve all the professional goals I aspired to. It was also very useful to be able to prepare myself at my own pace, with no fixed schedules, thanks to TECH's 100% online methodology"*

08

# Course Management

TECH teaching team is the best fit for this program for a number of reasons. They have extensive experience in the field of marketing and management, which allows them to provide students with a practical and up-to-date perspective on the latest trends and tools in sensory marketing. In addition, they are highly trained in innovative teaching methodologies and state-of-the-art technological tools to deliver quality education. In addition, faculty members are committed to the success of their students, providing personalized support and constant feedback to help students achieve their academic and professional goals.



“

*Develop advanced skills in team management and marketing project leadership through TECH's excellent 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. Alff Machado, Larissa

- ♦ Neuromarketing Specialist
- ♦ 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 Postgraduate Certificate in Sensory Marketing provides advanced marketing and management skills to lead teams and assume managerial roles. The knowledge acquired will enable the application of advanced techniques in the creation of unique multi-sensory experiences. Graduates will be prepared to face current and future market challenges and excel in their careers.



“

*By mastering persuasive communication techniques on different platforms and channels, you will become a benchmark manager with great skills in the application of Sensory Marketing”*

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

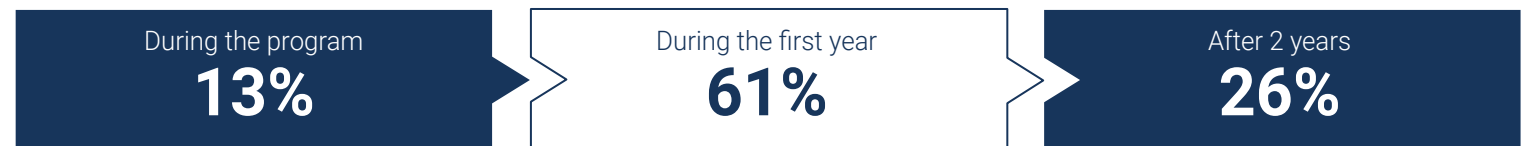
The Postgraduate Certificate in Sensory Marketing from TECH is an intensive program that prepares you to face challenges and business decisions in this field. The main objective is to promote your personal and professional growth. Helping you achieve success.

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.

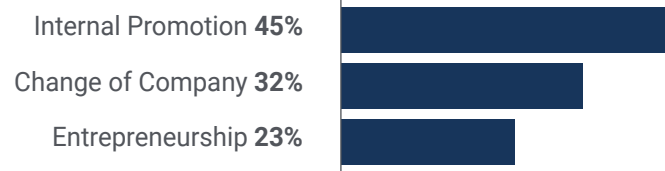
*You will develop advanced skills in team management and leadership thanks to this program and you will be able to apply them immediately in your daily professional practice.*

*This 100% online program offers you up-to-date study materials in different formats, including videos and infographics.*

#### 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

Companies can benefit from hiring graduates of the Postgraduate Certificate in Sensory Marketing. These professionals are trained to apply advanced neuromarketing and sensory marketing techniques to enhance the customer experience. Graduates can help develop more effective marketing and management strategies and will be aware of the latest trends and tools.







“

*Enroll in this program and you will be an expert in the management of Sensory Marketing to improve your company's profitability and growth”*

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 Sensory Marketing 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 Sensory Marketing** 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 Sensory Marketing**

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.



## Postgraduate Certificate Sensory Marketing

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- » Exams: online



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