

Postgraduate Diploma

Technology and Sensoriality in Commercial Neuromarketing





Postgraduate Diploma Technology and Sensoriality in Commercial Neuromarketing

- » Modality: online
- » Duration: 6 months
- » 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 field of Social and Legal Sciences, Administration and Business, as well as graduates in the field of Marketing and Advertising.

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-technology-sensoriality-commercial-neuromarketing

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01

Welcome

Stimulating the senses by launching advertising campaigns that motivate the establishment of emotional bonds between the brand and the consumer has become a very popular marketing strategy in today's market. In addition to reaching the target audience in a more personalized way, they favor effective communication, creating a close connection and, therefore, a great impact on the public. These techniques are framed within the commercial sensory Neuromarketing, an aspect on which this program focuses and thanks to which graduates will be able to obtain a realistic and critical view on its implementation in the current commercial activity. TECH presents a 100% online academic experience that will allow them to specialize in this field in just 6 months, mastering to perfection the strategies to manage consumer psychology and the importance of connecting their senses with the buying process.



Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing.
TECH Technological University



“

If you are looking for a program that gives you the convenience you need to specialize in Sensory Neuromarketing from wherever you are and at your own pace, this program is perfect for you”

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

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 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

The development of this program has been carried out with the objective of providing the graduate with access to the most avant-garde theoretical, practical and additional content that will allow them to specialize, in just 6 months, in Commercial Neuromarketing, as well as in the management of its most avant-garde and complex technology. Thanks to the very high level of demand with which its syllabus has been developed, any professional will be able to achieve even their highest goals, through the course of a program adapted to their needs and presented in a convenient and accessible 100% online format.



“

You will delve into the most avant-garde concepts of personality and consumer behavior through the knowledge of the most effective theories for the practice of Neuromarketing”

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

The Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing prepares students to:

01

Compile processes of analysis of market opportunities, evaluating the changing needs of the environment that demonstrate the need to coherently align the actions of a marketing plan with the results of Neuromarketing studies

04

Identify consumer buying behaviors in the different physical and digital distribution channels

02

Develop a common vision of action plans based on Neuromarketing with the values of the organization, which will allow to specify general and specific objectives, as well as to analyze and measure the results of applied neuromarketing

03

Establish working formulas that include the application of neuromarketing knowledge to create, define and transmit to the target market the organization's values in line with the organization's objectives and ethical principles

05

Evaluate and substantiate the role of emotions in the consumer buying decision process to generate the brand experience of users



06

Present the convergence of neurosciences and marketing and identify the different technologies and techniques used in the Neuromarketing discipline

08

Present the methodology of fMRI and MRI in Neuromarketing studies



09

Evaluate the electroencephalogram as an applied neuroscience technique

07

Compile the advantages and disadvantages of Neuromarketing techniques, propose the ethical principles of their use and examine the challenges of these techniques

10

Analyze the functioning of the galvanic response and its relevance in Neuromarketing

11

Evaluate eye-tracking as an applied neuroscience technique

12

Propose the use of facial-coding as a Neuromarketing technique





13

Demonstrate the usefulness of applying Visual Thinking elements in final reports with Neuromarketing results

14

Generate joint lines of action between neuromarketing implementation processes and Design Thinking processes in the company

15

Evaluate the processes of conducting fieldwork with Consumer Neuroscience in order to avoid biases with the purpose of increasing the usefulness of the results obtained

16

Develop and propose approaches for the application of this research in processes of consumption of public services by the citizens





17

Determine the main performance variables to be investigated in the actors within the tourism services channel, separating cognitive, macro-environmental and emotional-sentimental aspects

05

Structure and Content

This Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing has been designed by the teaching team, since being specialists versed in the field of Psychology, they know in detail what information the student needs to master to become versed in this area. Therefore, in only 450 hours of theoretical, practical and additional content, you will be able to obtain a broad and exhaustive vision of the latest developments in this area, contributing to your professional projection through a 100% online education.



“

The perfect program to learn about Psychography as an influence on consumer behavior, through the most cutting-edge and effective personality research methods”

Syllabus

The syllabus of this Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing has been designed by TECH and by a team of experts in Psychology and Commerce, in order to bring together, in a single program, all the information that the graduate needs to master, in just 6 months of 100% online education, the keys of this field to carry out a professional praxis of the highest business level.

Based on this, they have selected 450 hours of the best theoretical, practical and additional content based on the latest developments in the current sector, thanks to which the student can delve into aspects such as the impact of memory in the buying process, the fundamentals and tools in market research or neurological and technological bases applied to Commercial Neuromarketing, among others.

In addition, the course of this program will help you to put your skills into practice, perfecting those you will need to succeed in the business world: leadership skills, problem solving, pressure management, design of success plans, time control, etc. This will allow you to face any job offer with total confidence, making you the ideal candidate to occupy the most prestigious positions in international entities in different fields in today's business context.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1

Consumer Psychology: Impact of Memory and Personality on Purchasing Processes

Module 2

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

Module 3

Neuromarketing Applied to Face-to-Face Commercial Activities, Online Channel, Meetings and Negotiations



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing completely online. During the 6 months of the specialization, students will be able to access all the contents of this program at any time, which will allow them to self-manage their study time.

A program through which you will be able to master your skills in the design of shopping experiences through Neuromarketing and the use of the senses.

Module 1. Consumer Psychology: Impact of Memory and Personality on Purchasing Processes

1.1. Psychological Aspects Related to Consumer Behavior

- 1.1.1. Analysis and Contributions of Psychology to Consumer Behavior
- 1.1.2. The Psychological Core: Internal Consumer Processes
- 1.1.3. Consumer Understanding and Behavior

1.2. Personality Theories Related to Purchasing Behavior

- 1.2.1. Psychodynamic Theory
- 1.2.2. Humanistic Theory
- 1.2.3. Trait Theory
- 1.2.4. Personality Traits and Consumer Behavior

1.3. Personality and Consumer Behavior

- 1.3.1. The Consumer as an Individual
- 1.3.2. Personality Aspects
- 1.3.3. Personality and Understanding Consumer Behavior

1.4. Psychographics: Values, Personality and Lifestyles. How do They Influence Consumer Behavior?

- 1.4.1. Values as an Influence on Consumer Behavior
- 1.4.2. Personality Research Methods
- 1.4.3. Behavioral Patterns and Lifestyle
- 1.4.4. Psychographics: Combination of Values, Personalities and Lifestyles

1.5. Memory as an Internal Influence on Consumption Behavior

- 1.5.1. How the Brain Encodes Information
- 1.5.2. Memory Systems
- 1.5.3. Associations: How does the Memory Store Information?
- 1.5.4. Memory and Retrieval

1.6. The Role of Memory in Consumer Decisions

- 1.6.1. Evocation of Memories
- 1.6.2. Memory and Emotion
- 1.6.3. Memory and Context
- 1.6.4. Memory and Perceived Purchase Experience

1.7. Consumer Attitude Formation and Attitude Change

- 1.7.1. Attitudes
- 1.7.2. Structural Models of Attitudes
- 1.7.3. Attitude Formation
- 1.7.4. Attitude Change Strategies

1.8. Attribution Studies. A Panoramic View from the Consumer's Perception

- 1.8.1. Attribution Theory
- 1.8.2. Sensory Dynamics of Perception
- 1.8.3. Elements of Perception
- 1.8.4. Image Formation in the Consumer

1.9. Helping Behavior as a Facilitator of Well-Being in Consumer Behavior

- 1.9.1. Helping Behavior
- 1.9.2. Costs and Benefits
- 1.9.3. Providing or Requesting Help
- 1.9.4. The Aid Conduct in the Commercial Sphere

1.10. Consumer Decision-Making

- 1.10.1. The Cognitive Component of Consumer Decision-Making
- 1.10.2. Strategic Implications in Consumer Decisions
- 1.10.3. Purchase Behavior: Beyond the Decision

Module 2. Sensory Marketing: the Connection with the Consumer's Senses from the Field of Neuromarketing
2.1. The Shopping Experience through Neuromarketing

- 2.1.1. Human-Centered Neuromarketing
- 2.1.2. The Shopping Experience as Seen through Neuromarketing
- 2.1.3. The Importance of the Senses in the Purchase Decision Process
- 2.1.4. Attention and Awareness in Consumer Behavior of the Company/Individual

2.2. The Senses and Emotions in Purchasing Behavior

- 2.2.1. Rational Processes and Emotional Processes in the Buying Process
- 2.2.2. Peak and End Rule
- 2.2.3. Buying Behavior: How Emotions Influence the Senses

2.3. The Sensory System and its Impact on Purchasing and Consumption Processes

- 2.3.1. Functioning of the Sensory System in Buying Behavior
- 2.3.2. Persuasive Communication and the Senses
- 2.3.3. Synaesthesia and Sensory Marketing
- 2.3.4. Are There Other Senses?
- 2.3.5. Bouba/Kiki Effect

2.4. The Senses: Marketing of Touch

- 2.4.1. The Powers of Touch
- 2.4.2. The Great Capacity of the Hands
- 2.4.3. Marketing of Touch

2.5. The Senses. Visual Marketing: The Power of Vision in Consumption

- 2.5.1. Vision. Implication in Consumption
- 2.5.2. The Influence of Light on Shopping Experiences
- 2.5.3. Colors in Branding and Sales
- 2.5.4. A Look Through Neuromarketing

2.6. The Senses: Olfactory Marketing as Seen through Neuromarketing

- 2.6.1. Smell: What, But Not How
- 2.6.2. Memory and Smell. Implication in the Shopping Experience
- 2.6.3. The Influence of Smells on Purchases Practical Application
- 2.6.4. Olfactory Marketing and Neuromarketing

2.7. The Senses: Taste Marketing

- 2.7.1. Functional Properties of Taste
- 2.7.2. Flavors
- 2.7.3. Elements of Taste Marketing

2.8. The Senses: Auditory Marketing

- 2.8.1. How Hearing Works
- 2.8.2. Sound and its Qualities
- 2.8.3. Auditory Marketing

2.9. Sensory Marketing and Neuromarketing

- 2.9.1. Sensory Marketing as a Key Player in the Consumer Experience
- 2.9.2. The Power of Neuromarketing in the Sensory Field
- 2.9.3. Neuromarketing and Sensory Marketing: Differentiators of the Shopping Experience

2.10. Sensory Marketing in Practice

- 2.10.1. Sensory Marketing and Branding
- 2.10.2. Steps to Sensory Branding
- 2.10.4. Application of Sensory Marketing in Companies
- 2.10.5. Success Stories

Module 3. Neuromarketing Applied to Face-to-Face Commercial Activities, Online Channel, Meetings and Negotiations

3.1. Retail Neuromarketing: Design and Execution of a Field Work

- 3.1.1. Fieldwork Conducted in Retail and Retailing in General
- 3.1.2. Designing the Research and Defining Objectives (Methodology and Context)
- 3.1.3. Conducting the Field Work and Report Writing

3.2. Neuromarketing in Digital Environments: Design and Execution of a Field Work

- 3.2.1. Fieldwork Conducted in Digital Environments
- 3.2.2. Design of the Research and Definition of Objectives (Methodology and Context)
- 3.2.3. Conducting the Field Work and Report Writing

3.3. Neuromarketing Applied in Institutional Environments, Public Sector and Citizenship. Design and Execution of a Fieldwork

- 3.3.1. Fieldwork Conducted in Public Institutional Environments
- 3.3.2. Design of the Research and Definition of Objectives (Methodology and Context)
- 3.3.3. Conducting the Field Work and Report Writing

3.4. Neuromarketing Research in the Tourism Sector

- 3.4.1. Research in Outbound Tourism Markets
- 3.4.2. Research in Tourist Destinations (Receiving Markets)
- 3.4.3. Research in the Professional Channel of Prescribers, Mediators and Wholesalers in the Tourism Sector

3.5. Conversion of Research Results with Neuromarketing into Marketing Actions within the Organization

- 3.5.1. Differences Between Analyzed Elements and Areas
- 3.5.2. Methodology to Integrate Neuromarketing Results into the Company's Marketing Processes and Actions
- 3.5.3. Planning and Systematization of the Use of Neuromarketing Research in the Company

3.6. Neuromarketing Applied to the Design and Arrangement of Effective Business Meetings

- 3.6.1. Group Dialogue to Achieve Meaningful Meetings
- 3.6.2. Defining Cognitive Objectives and Inherent Emotional Aspects
- 3.6.3. The Value of Determining When and How Much

3.7. Neuromarketing Applied to the Development of Effective Business Meetings

- 3.7.1. Motivated Attendees: Relevant Emotional Aspects
- 3.7.2. Attention, Interest, Desire and Action through Neuromarketing
- 3.7.3. Rational Responses and Feelings that Shape a Meeting

3.8. Neuromarketing Applied in Sales Management

- 3.8.1. Building a Sales Culture Oriented by Neuromarketing
- 3.8.2. Productive Sales Meetings that Match, Protect, Guide, and Empower
- 3.8.3. Strategies for Selecting Sales Targets Based on What Neuromarketing Tells Us About Customers

3.9. The Principles of Negotiation in the Light of Neuromarketing

- 3.9.1. Negotiation Styles with Flexible Approaches
- 3.9.2. Listening, Questioning, Interpreting. What Neuromarketing Teaches Us
- 3.9.3. Overcoming Obstacles in Negotiation Processes under a Neuromarketing Approach

3.10. From Theory to Practice as a Validation Formula for Neuromarketing

- 3.10.1. Formats for Data Conversion into Operational Marketing Actions
- 3.10.2. Marketing Responses that Connect with the Consumer's Senses
- 3.10.3. Neuromarketing as a Means to Achieve Better Results for Consumers and Businesses



“

Do you know how to distinguish the role of memory in consumer decisions and how to advocate for it through campaigns that affect their emotions? Enroll in this Postgraduate Diploma and you will find out how”

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.



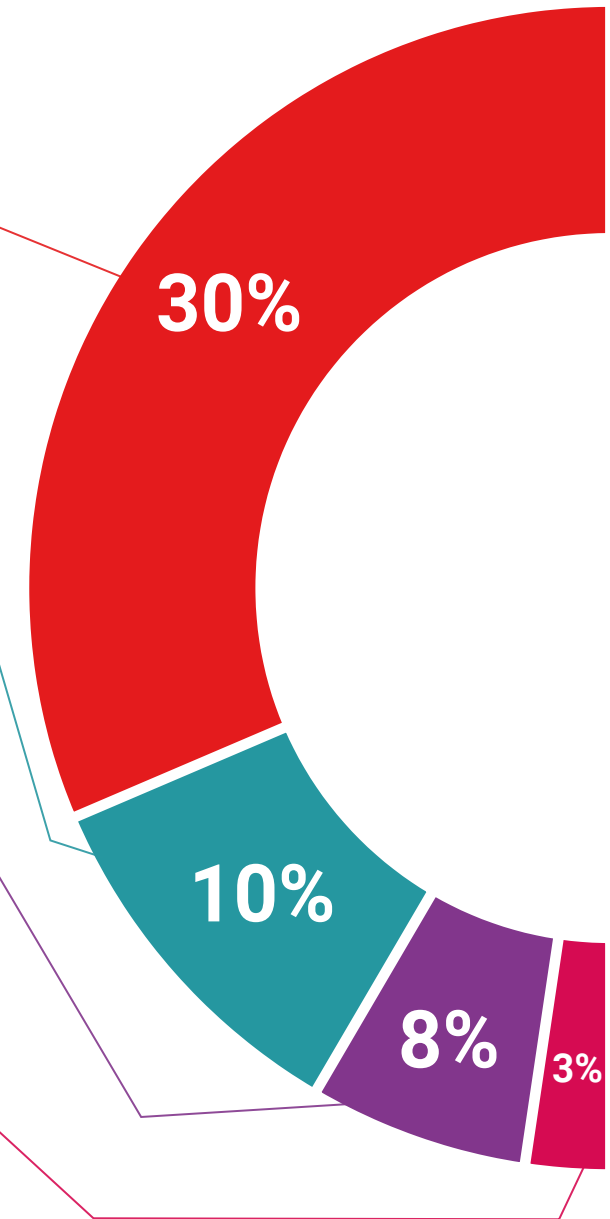
Management Skills Exercises

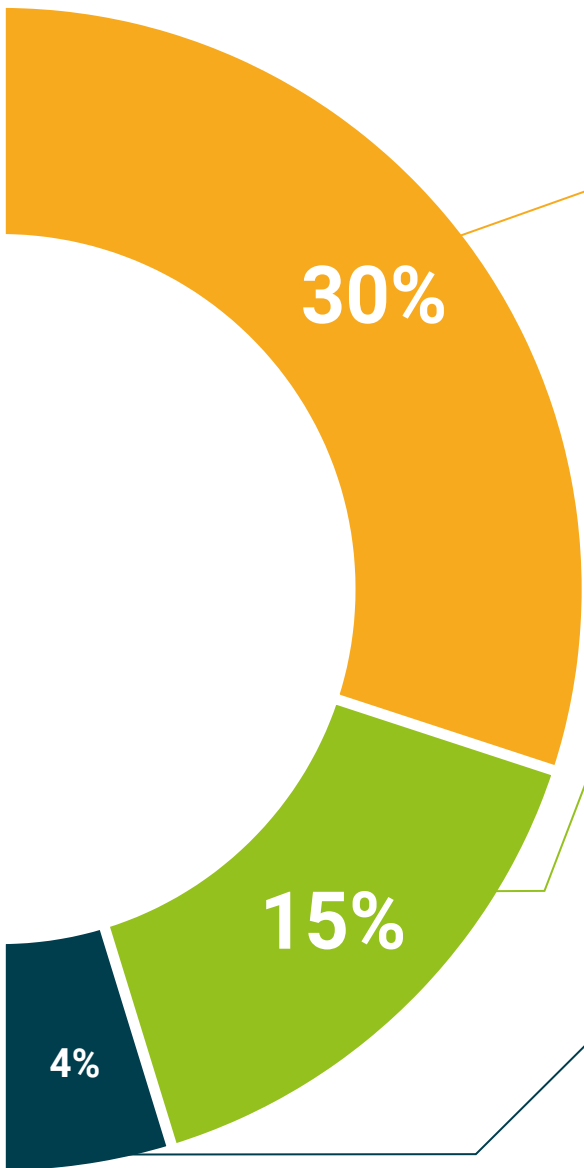
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

This Postgraduate Diploma is aimed at university graduates, Postgraduates and undergraduates 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.

Professionals with a university degree in any field and two years of work experience in the field of Advertising and Marketing may also take the Postgraduate Diploma.





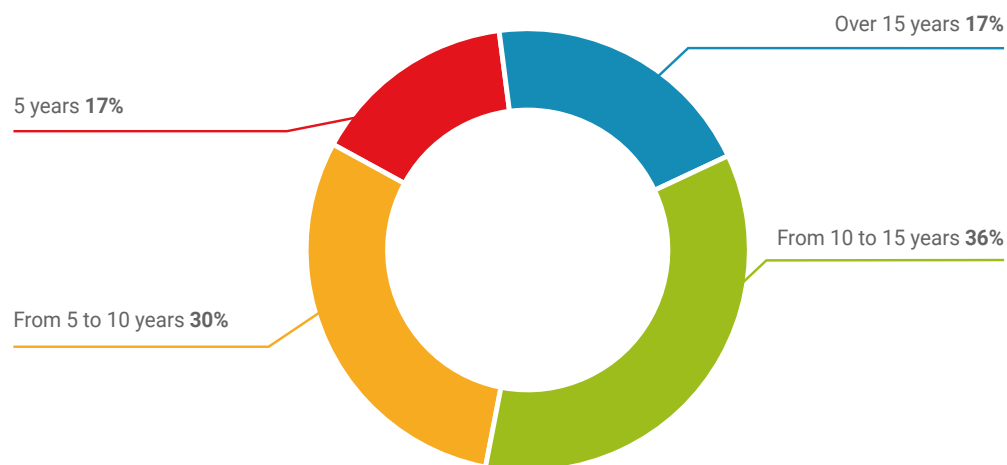
“

A program adapted to the needs of all those professionals who, regardless of their academic background, wish to succeed in Neuromarketing”

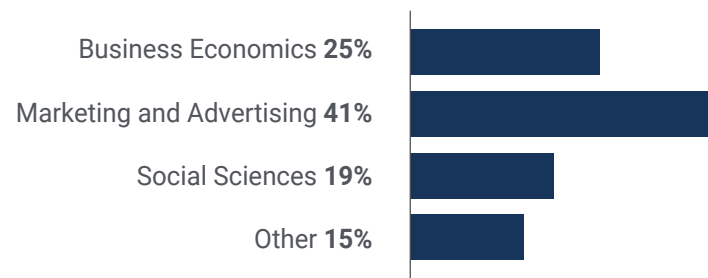
Average Age

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

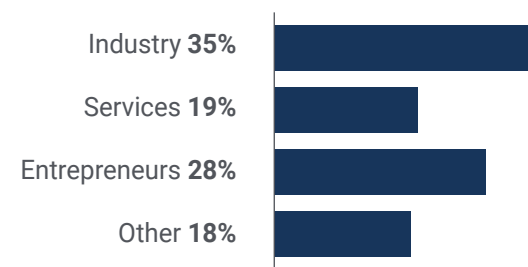
Years of Experience



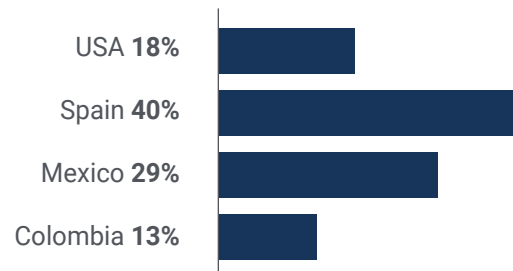
Training



Educational Profile



Geographical Distribution



Ana Jiménez

CEM at Digita

"Since I finished my degree in Business Administration, the Marketing area was my first and only choice. However, despite the fact that I had been working in this sector for more than 10 years, I felt that I wanted and could aspire to more. For this reason, and after the Neuromarketing boom, I decided to focus on this area, choosing TECH as my guide for this. It turned out to be one of the best decisions I have made in my life, since, thanks to this Postgraduate Diploma, not only was I able to specialize in this area, but I also learned the necessary leadership skills that are so highly valued in companies and that helped me to project my career to the position I hold today"

08

Course Management

TECH has decided to include in this program a teaching staff specialized in the field of Neuromarketing and characterized, in addition to their human and professional quality, by their extensive and long career in the management of successful international projects. This is a team that has worked for years analyzing the psychological aspects of consumers, obtaining a broad and specialized vision of their behavior, as well as the different trends that have emerged. Therefore, the graduate will be able to delve deeper into these aspects, acquiring a unique knowledge based on their experience.



“

A teaching team versed in Commercial Neuromarketing will be at your disposal to answer any questions you may have during the academic experience”

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 - ENA
- Degree in Business Administration from the University of Wales
- Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes EUMC
- Postgraduate Diploma: Neuromarketing and Consumer Behavior by the 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

Mrs. Alff Machado, Larissa

- ◆ Neuromarketing Specialist
- ◆ Consultant and Implementation Technician at Fusión Lab Neuromarketing
- ◆ Degree in Advertising from UNP
- ◆ Master's Degree in Neuromarketing and Consumer Behavior by UCM
- ◆ Master's Degree in Digital Marketing from EAE Business School
- ◆ Post-Graduate Degree in Strategic Marketing from Escola Superior de Marketing from Rio de Janeiro

Mrs. Parra Devia, Mariana Sofía

- ◆ Collaborator in the Technical Department of Fusion Lab Neuromarketing
- ◆ Psychoeducational Evaluator
- ◆ Customer Service Representative in Sutherland
- ◆ Community Manager of Johanna Posada Curvy and Gee.Geestore
- ◆ Degree in Psychology from Universidad del Norte in Colombia.
- ◆ Postgraduate Certificate in Leadership and Emotional Education by Flich
- ◆ Community Management Course by Domestika

Mrs. Pizarro Díaz, Cristina

- ◆ Assistant Office Manager at Santander Bank
- ◆ Double Degree in Business Administration and Tourism Management from the University of Extremadura (UNEX)
- ◆ MIFID II Certification in Financial Advice
- ◆ Specialist in Neuromarketing by INEAF Business School
- ◆ Expert in Digital Marketing IAB Spain

09

Impact on Your Career

The very high level that the graduate will acquire with the course of this Postgraduate Diploma will help them to project their career towards the most prestigious positions in the Neuromarketing sector, becoming a trump card that will make them stand out in any personnel selection process. Including this qualification in your resume will not only allow you to demonstrate a high level of specialization in this area, but will also give you the keys to develop the skills of a true specialist in this commercial field.



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*The qualitative boost your career needs
to succeed in Marketing through strategic
planning of sensory-based projects”*

Are you ready to take the leap? An excellent professional improvement awaits you

The TECH Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing is an intensive program that prepares students to face challenges and business decisions in the field of Advertising and Marketing. Its main objective is to promote your personal and professional growth Helping students achieve success.

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

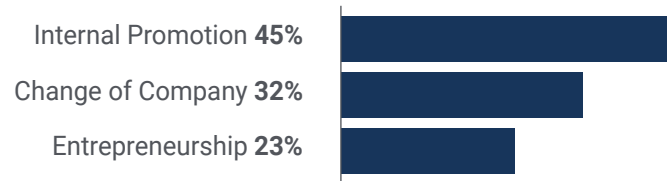
The program includes success cases based on international marketing projects, so that you can visualize the steps in creating a sensory brand and branding in practice.

You will work on acquiring the most comprehensive strategies for the design and execution of fieldwork for institutional, public sector and citizen environments.

Time of Change



Type of Change



Salary Increase

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



10

Benefits for Your Company

The graduate who completes all the requirements of this Postgraduate Diploma will have acquired a series of unique leadership skills, those of the manager of the future, prepared to face complex challenges and objectives. In addition, they will have the necessary and required skills for the solution of crisis situations, being able to provide the company of which they are a part with a labor and professional quality that will make it grow and place it among the best in the Commercial Neuromarketing sector in the current environment.





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You will have the necessary knowledge to place the company you are part of at the highest level, applying the best strategies of Sensory Neuromarketing to any advertising project that is presented to them”

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 Diploma in Technology and Sensoriality in Commercial Neuromarketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Technology and Sensoriality in Commercial 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Technology and Sensoriality in Commercial Neuromarketing**

Official N° of Hours: **450 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 Diploma Technology and Sensoriality in Commercial Neuromarketing

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

Postgraduate Diploma Technology and Sensoriality in Commercial Neuromarketing

