

# Postgraduate Diploma Technology and Sensoriality in Organizational Neuromarketing





## Postgraduate Diploma Technology and Sensoriality in Organizational 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.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-technology-sensoriality-organizational-neuromarketing](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-technology-sensoriality-organizational-neuromarketing)

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# 01 Welcome

Today's commercial activity has become a constant struggle that confronts thousands of companies every day in the supply of products and services. For that reason, marketing, both offline and digital, has never been as important as it is today, as it has become an indispensable tool to agree on strategies that adapt to market trends. However, within this area, the design of differentiating commercial experiences focused on the real needs of the consumer has become a technique that allows to increase their commitment to the brand. For this reason, and so that graduates in this sector can carry out an activity of the highest level, TECH has developed a complete 100% online program focused on the sensoriality of Neuromarketing, a qualification through which the graduate will manage to master the technology for organizational activity in just 6 months.



Postgraduate Diploma in Technology and Sensoriality in Organizational Neuromarketing  
TECH Technological University



“

*Are you looking for a qualification that will give your career a 180° turn towards business success? Then take this program and you will become an expert in Organizational Neuromarketing”*

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

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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 high demand for professionals who master the main areas of Neuromarketing, especially in relation to organizational activity, is what has led TECH to develop this Postgraduate Diploma. The objective is to provide the graduate with the most exhaustive and innovative information related to this area in terms of current business practice, focusing on the neurological and technological bases that are setting business trends today. Therefore, they will be able to work for 6 months on expanding their knowledge, as well as adapting their professional profile to the requirements of the labor market.



“

*You will work with the most effective neurocognitive techniques to attract the consumer's attention and reach their awareness through advertising campaigns focused exclusively on their needs”*

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

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

01

Fundamental knowledge of the brain and its use in the development of applied neuroscience techniques

04

Examine the processes of memory, and how they influence product choice in Neuromarketing

02

Identify the different types of neurons and distinguish the parts of the nervous system and how they affect the buyer's decision making

03

Determine the processes of attention and consciousness, and their influence on Neuromarketing

05

Analyze the functioning and relevance of PET in Neuromarketing





06

Present the methodology of fMRI and MRI in Neuromarketing studies

08

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



07

Evaluate the electroencephalogram as an applied neuroscience technique

09

Evaluate eye-tracking as an applied Neuroscience technique

10

Propose the use of Facial-coding as a Neuromarketing technique

11

Demonstrate the relationship of the sensory system and its characteristics with the buying behavior to understand the customer and be a relevant brand in the market

12

Analyze the main senses of the human body with a practical approach from the point of view of companies and brands

13

Identify opportunities for commercial and advertising strategy based on Sensory Marketing and Neuromarketing





14

Evaluate cases of application of Sensory Marketing, establishing relationships between theory and practice

15

Develop and propose approaches for the application of Sensory Marketing and Neuromarketing in brands and companies

16

Identify important characteristics of the senses and human emotions, relating them to consumer behavior

05

# Structure and Content

TECH designs all of its programs using the innovative and effective Relearning methodology, which combines the reiteration of the most important concepts of the syllabus with the resolution of practical cases based on real situations, allowing the graduate to acquire a broad and specialized knowledge without having to invest extra time in memorizing. In addition, all the programs are supported by hours of high quality additional material with which they can expand each section, as well as contextualize their information in a guaranteed way.



“

*On the Virtual Campus of this Postgraduate Diploma, you will find detailed videos, research articles, complementary readings and much more additional material for you to delve deeper into each section of the syllabus”*

## Syllabus

TECH uses hundreds of hours in the design of each of its study plans, in order to bring together the most comprehensive and innovative information in the field in which it is based, as well as to adapt it to the best teaching methodology so that the graduate does not have to invest extra hours in memorizing, but attends a dynamic, cutting-edge academic experience at the highest level. Therefore, if you decide to enroll in this Postgraduate Diploma in Technology and Sensoriality in Organizational Neuromarketing, you will have access to a qualification with which, in a guaranteed way, you will reach the level of specialization of the best professionals.

The program includes 450 hours of the best theoretical, practical and additional content thanks to which you will be able to delve into aspects such as neurological and technological bases applied to Neuromarketing, the connection with the consumer's senses from the psychological field and the application of this area to organizational development. Therefore, you will be able to carry out an expert activity, contributing to the growth of the company you are part of.

But that is not all, since the syllabus also includes a high practical component through which the student will work on the resolution of complex situations that may arise in the commercial field. Therefore, students will be able to perfect their competencies, implementing the most effective management strategies in their practice, which will position them as an outstanding professional in the current business sector.

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

### Module 1

Neurological Basis and Neuroscience Technology applied to Neuromarketing

### Module 2

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

### Module 3

Neuromarketing applied to Organizational Development



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

TECH offers the possibility of developing this Postgraduate Diploma in Technology and Sensoriality in Organizational Neuromarketing completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Neurological Basis and Neuroscience Technology applied to Neuromarketing**

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

- 1.1.1. Neuroscience and Knowledge of the Brain Focused on Neuromarketing
- 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 the Buyer's 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: Attention and Consumer Awareness of the Consumer**

- 1.3.1. Attention and its Application to Neuromarketing
- 1.3.2. Consciousness and How it Works in Relation to Neuromarketing
- 1.3.3. The Relevance of Attention and Consciousness to Neuromarketing

**1.4. Basic Cognitive Processes: Consumer Memory**

- 1.4.1. Memory: Functioning and Classification. Implication in the Consumer's Decision Consumer Decision Making
- 1.4.2. Memory Models Involved in Neuromarketing in Neuromarketing
- 1.4.3. Memory and its Relevance with 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 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. Physiological Techniques in Applied Neuroscience
- 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



**Module 2. Sensory Marketing: The Connection with the Consumer's Senses from the Neuromarketing Perspective**

<b>2.1. The Shopping Experience through Neuromarketing</b> 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	<b>2.2. The Senses and Emotions in Purchasing Behavior</b> 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	<b>2.3. The Sensory System and its Impact on Purchasing and Consumption Processes</b> 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	<b>2.4. The Senses: Marketing of Touch</b> 2.4.1. The Powers of Touch 2.4.2. The Great Capacity of the Hands 2.4.3. Marketing of Touch
<b>2.5. The Senses. Visual Marketing: The Power of Vision in Consumption</b> 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	<b>2.6. The Senses: Olfactory Marketing as Seen through Neuromarketing</b> 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	<b>2.7. The Senses: Taste Marketing</b> 2.7.1. Functional Properties of Taste 2.7.2. Flavors 2.7.3. Elements of Taste Marketing	<b>2.8. The Senses: Auditory Marketing</b> 2.8.1. How Hearing Works 2.8.2. Sound and its Qualities 2.8.3. Auditory Marketing
<b>2.9. Sensory Marketing and Neuromarketing</b> 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	<b>2.10. Sensory Marketing in Practice</b> 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 Organizational Development**

**3.1. Social Psychology and Conformism in Work Teams. Neuromarketing Culture**

- 3.1.1. How a Good Neuromarketing Culture Helps the Organization
- 3.1.2. Identification And Internalization: The Value of Sharing and Involvement
- 3.1.3. Central and Peripheral Persuasion: Two Paths with the Same Purpose

**3.2. Social Cognition and Neuromarketing**

- 3.2.1. Contextual Influences in Social Domains
- 3.2.2. Judgment Heuristics within Work Groups
- 3.2.3. Relationships Between Attitudes, Beliefs and Behavior

**3.3. Internal Marketing Communication Processes**

- 3.3.1. Empathy and Humility are not Trendy
- 3.3.2. Scheduling vs. Improvise
- 3.3.3. Affectivity and Effectiveness in Communication Processes

**3.4. Cognitive Diversity: Thinking and Reasoning within a Good Organizational Development. The Role of Neuromarketing Applied to the Internal Customer**

- 3.4.1. The Value of Team Reasoning
- 3.4.2. The Value of Creating as a Team
- 3.4.3. The Value of Learning as a Team

**3.5. Apollo Syndrome: Role Development for the Proper Functioning of the Team With Internal Neuromarketing Approaches**

- 3.5.1. Development of Performance Strategies with Neuromarketing from Inside of the Organization Outwards
- 3.5.2. The Value of Looking More Inside to Act Better on the Outside, also Inside the Company
- 3.5.3. Individual Intelligence, Collective Intelligence

**3.6. Group Talent, Individual Talents: The Necessary Combination for a Good Organizational Development**

- 3.6.1. Balance in the Combination of the Effective and the Affective
- 3.6.2. Results Vs. Sales
- 3.6.3. Efficiency Vs. Effectiveness

**3.7. Organizations that Learn from Consumers: Activating Teams that are not Self-Justifying**

- 3.7.1. Assuming and Managing Cognitive Dissonance Processes in our Teams
- 3.7.2. Managing Before and After Decision Making in the Group
- 3.7.3. Market Observation and Learning from Mistakes Methodology

**3.8. Aspects of Neuromarketing that Help to Understand the Behavior of Individuals and Work Teams**

- 3.8.1. Managing the 50/50 Rule Within the Group
- 3.8.2. Equipment Care as a Basis for Customer Care
- 3.8.3. The Value of Empathy in the Midst of the Technological Era

**3.9. Neuromarketing and Internal Communication**

- 3.9.1. Internal Communication as an Investment and not as an Expense
- 3.9.2. Knowledge and Self-Esteem within the Process of Listening to the Customer and the Team
- 3.9.3. The Art of Developing a Team Emotionally

**3.10. Expert Knowledge and Experiential Knowledge, Two Ingredients that Neuromarketing Facilitates its Development**

- 3.10.1. Alignment of Marketing and Internal Communication Approaches with other Areas of the Company
- 3.10.2. Internal Customer, External Customer: Two Sides of the Same Coin
- 3.10.3. Limits of Technology and Personal Values Applied in the Management of the Internal Customer



# 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.



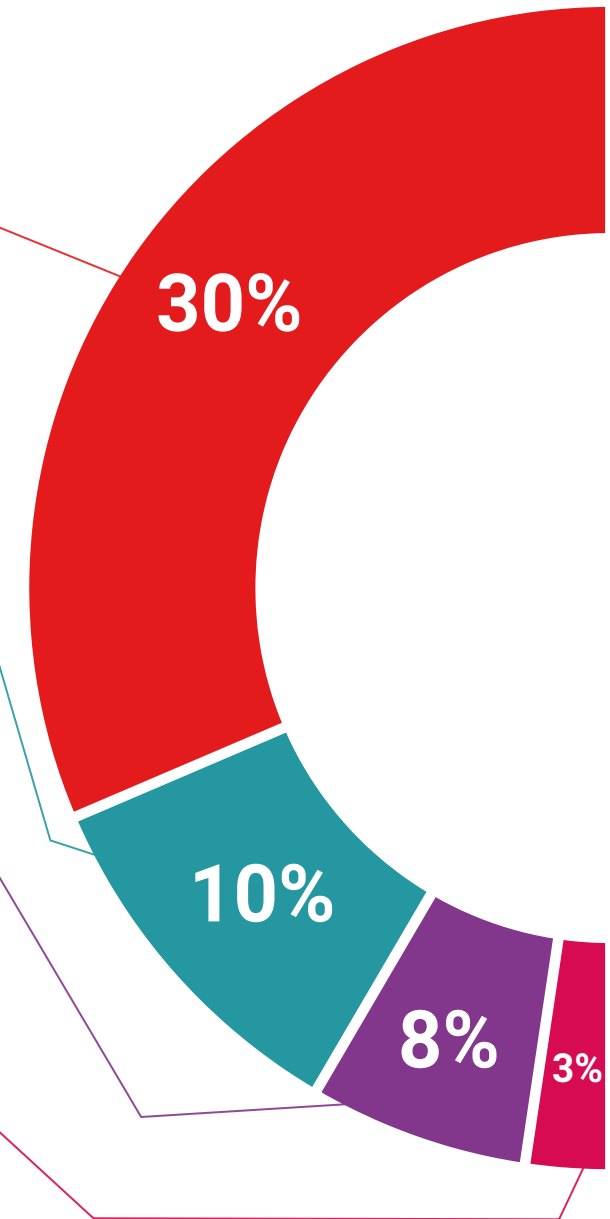
### Management Skills Exercises

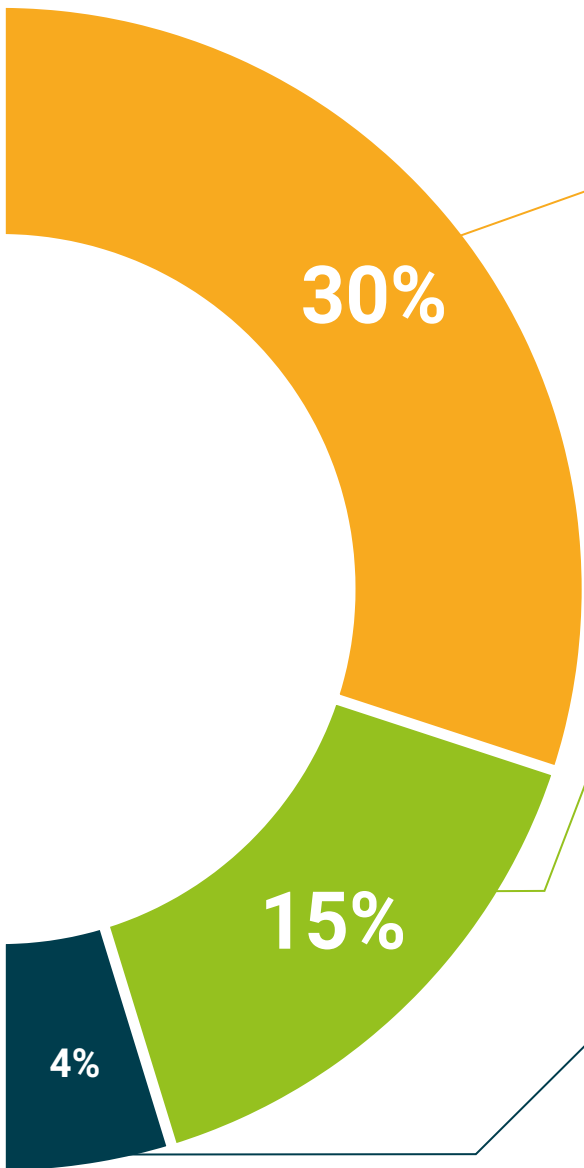
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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

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.





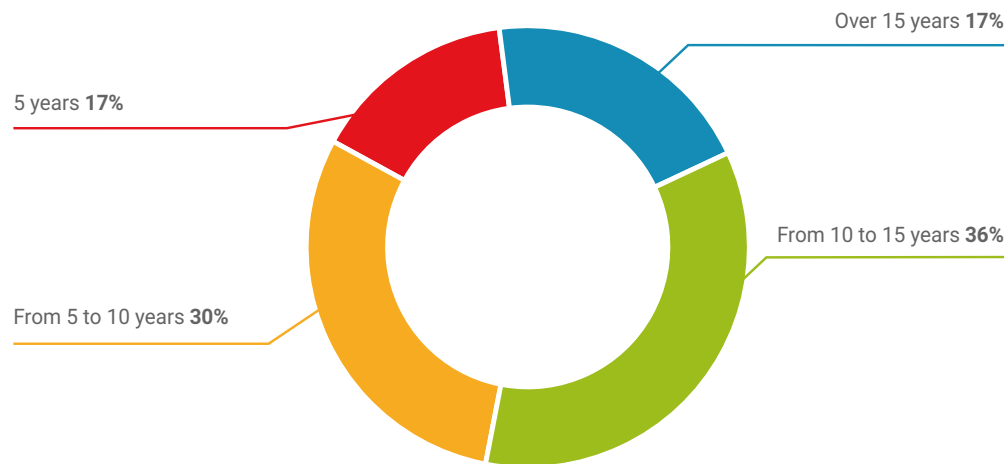
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*The only requirement that students who want to get the most out of this Postgraduate Diploma must have is the desire to succeed in the area of Neuromarketing through practice at the highest level”*

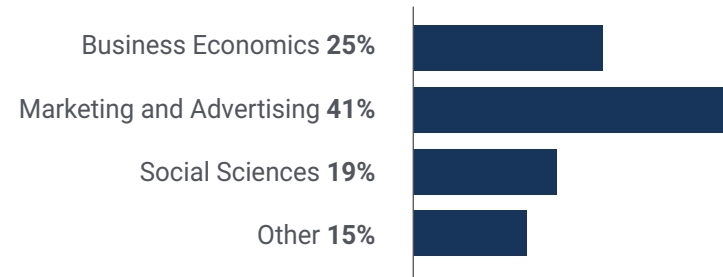
### Average Age

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

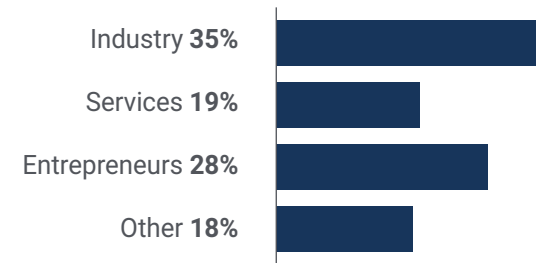
### Years of Experience



### Training

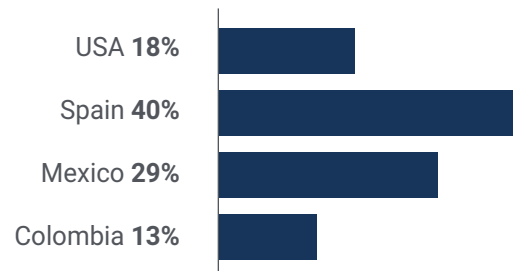


### Educational Profile



## Geographical Distribution

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## Carlos Herrera

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Digital Marketing Director

*"I enrolled in this Postgraduate Diploma at a time when my professional career was frankly stagnant. I needed to make a change, progress and achieve what I had always dreamed of: to become a marketing director. So when a friend recommended this program I did not hesitate and today, three years later, I know it was the best decision I could have made, not only because I have managed to become a professional at the highest level, but because I have managed to overcome even my most ambitious goals in a very short time and all thanks to TECH"*

08

# Course Management

The design of the teaching staff of this Postgraduate Diploma has been carried out based on the academic background of the candidates, their experience in the field of Neuromarketing and their clear commitment to the teaching activity. Therefore, the graduate who accesses this program will have the support of a team of specialists of the highest level, which will be at your disposal to resolve any questions that may arise during the course of the program.





“

*The teaching team has selected case studies based on real business situations so that you can work on improving your skills through their experiential recommendations”*

## 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. Cuesta Iglesias, Miriam

- ♦ Laboratory Technician in the area of Neuromarketing
- ♦ Expansion and Marketing Coordinator at Vivadecor Shopping Center
- ♦ Coach in in-company programs in the areas of Neuromarketing and People Management
- ♦ Degree in Business Administration from the University of Wales
- ♦ Master in Neuromarketing and Consumer Behavior by the European University Miguel de Cervantes-EUMC
- ♦ Postgraduate Diploma in Neuromarketing and Consumer Behavior by Nebrija University
- ♦ Member of the Organizing Committee of the Neuromarketing Congress (European Neuromarketing Association-ENA)

### Mrs. 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 subjects
- ♦ Degree in Psychology with Neurosciences from Reading University
- ♦ Master's Degree in Neuropsychology at the University of Leiden
- ♦ Master's Degree in Management and Monitoring of Clinical Trials by TECH Technological University



**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

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

09

# Impact on Your Career

The exhaustive work carried out by the professionals in charge of designing these academic experiences results in the conformation of programs of the highest level that, in addition to allowing the graduate to acquire a series of unique knowledge, prepare them to face the most complex and aggressive business activity. In this way, in just 6 months of training, they are able to adapt their professional profile to the most demanding market demands, contributing to a significant advancement in their career.



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*A program thanks to which you will connect in a positive and highly effective way with the current market through Neuromarketing, its technology and the most effective commercial strategies”*

*Among the features of this program is the access to an international networking network through which you will be able to know how the market is in different parts of the world.*

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

The TECH Postgraduate Diploma in Technology and Sensoriality in Organizational 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.

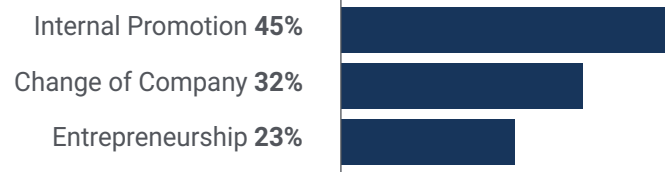
If you want to improve yourself, make a positive change at a professional level and network with the best, TECH is the place for you.

*A program that will prepare you to successfully face saturated consumer scenarios with more supply than demand, through the best marketing strategies and their most effective tools.*

### 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 company that includes in its staff a professional specialized in Neuromarketing through the course of this program will be able to guarantee a business activity of the highest level based not only on the most up-to-date knowledge of the market, but also on a safe, dynamic and very high level of practice. TECH places special emphasis on students mastering their skills in relation to effective management, so that they can implement in their respective entities the necessary skills to raise the level of their activity to the top of the sector.





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*You will develop a practical and realistic vision on the different activities of Neuromarketing, implementing to your profile an added value that will allow you to stand out in any personnel selection process”*

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.

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02

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

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

03

### **Building agents of change**

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

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04

### **Increased international expansion possibilities**

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



05

### **Project Development**

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

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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 Organizational Neuromarketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*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 Organizational 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 Organizational 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 Organizational 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 Organizational Neuromarketing

