Course Syllabus

Code - Course Title	**RHİ316 - Advertising and Neuroscience**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.5**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. GÜNAY MOTİF ATAR

Mode of Delivery	This course is conducted only in the form of face to face education.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction	
Week - 2		The human brain and its characteristicS, An overview of the brain, An overview of the functions and functioning of the brain	
Week - 3		Brain and decision making process, Consciousness and subconscious	
Week - 4		The relationship between our emotions and choices	
Week - 5		Senses and purchasing, Five-dimensional brand	
Week - 6		Rituals and branding	
Week - 7		Somatic markers	
Week - 8		Perception threshold and subliminal threshold, Subliminal perception	
Week - 9		Subliminal advertising, Subliminal messages in advertising	
Week - 10		What is neuromarketing? Most used areas of neuromarketing	
Week - 11		How is neuroscience used in sales?	
Week - 12		Some methods used in neuromarketing research (fMRI, EEG, Eye-tracking, EKG, MEG, Galvanic skin test, face coding)	
Week - 13		Comparison of neuromarketing with traditional marketing methods, Advantages and limitations of neuromarketing	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Case studies and application examples	

Learning Outcomes

#	Learning Outcome
1	1. The student will learn the strategies and images used in the subliminal messages by understanding the relationship between the subconscious and perception of the consumer and will have knowledge of the relationship between the five senses and the procurement decision process and the areas of neurometry and measurement methods. 1.1.Associates subconscious and persuasion strategies used in advertising. 1.2. Interprets the impact of subliminal advertising messages and the decision-making process. 1.3. The student will have information about what neuro-marketing is and information about the areas and methods of neuro-marketing.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.