Course Syllabus

Code - Course Title	**RHİ532 - Consumer Neuroscıence**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. GÜNAY MOTİF ATAR

Mode of Delivery	Face to face
Prerequisites	No
Courses Recomended	No
Work Placement	No

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		How do consumers make decisions? How does neuroscience enlighten consumer thinking processes?	
Week - 2		How does the human brain work and how is this information used in marketing? The influence of the structure and functions of the brain in the development of purchasing behavior.	
Week - 3		Analysis of the formation processes of purchasing decisions in the brain, Neuroscientific bases of consumer purchasing decision and behavior.	
Week - 4		Cognitive processes such as perception, attention, learning and memory, and the importance of emotions in decision making.	
Week - 5		Driving forces of behavior: approach-avoidance, goals, habits.	
Week - 6		Experimental article readings and discussion.	
Week - 7		Student presentations, consideration, discussion.	
Week - 8		An emotional approach in marketing: neuromarketing.	
Week - 9		Using the possibilities of neuroscience in determining marketing strategies.	
Week - 10		The effect of neuromarketing on the way marketers think about persuasion.	
Week - 11		Neuromarketing methodologies and technologies.	
Week - 12		The ethics of neuromarketing.	
Week - 13		Experimental article readings and discussion.	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Student presentations, consideration, discussion.	

Learning Outcomes

#	Learning Outcome
1	Understands the meaning of cognitive processes such as perception, attention, learning and memory in neural networks and especially in emotion and consumer research.
2	Understands and interprets the effects and importance of emotions on consumer decision making.
3	Have knowledge of current applications of neuroscience and fields and methods of neuromarketing in consumer research.
4	Learn to think critically about the current uses of neuroscience in industry.
5	Discusses the limitations of consumer neuroscience and describes what types of questions can be answered by which techniques.

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.