

Consumer Insight Tools (EM4R5M12)

Program	PGE
Module / ECTS / Path / Specialisation	Module :marketing research : 10 ECTS. <ul style="list-style-type: none">Operational and Strategic Marketing
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Lecturers

Instructor	Population	Email
N1 N1	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This course will provide theoretical and practical overview of Neuromarketing and Consumer Neuroscience. Neuromarketing is a cross-disciplinary field that studies how consumers' brains respond to marketing, advertising messages, brands, products. Recent advances in brain science have been applied by neuromarketers to help marketers and market researchers find new answers to the age-old question: what drives consumers' attitudes and behaviors? Therefore neuromarketing provides promising consumer insight tools that will be explored in this course.

Educational organisation

In class

Seminars

Presentations

In groups

Exercises

Projects

Oral presentations

Interaction

Discussions / debates

Workshops

Assignments

Text study

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** neuromarketing and neuromarketing techniques
- **Discuss** the interest and originality of the neuroscientific approach
- **Choose** the right neuromarketing method to answer an academic or managerial research question
- **Compare** the advantages and disadvantages of each neuromarketing method
- **Create** an eye tracking experiment
- **Evaluate** whether in a given case the use of neuromarketing could be insightful (or not)

Outline

The course follows a 3 full days seminar. Each day is dedicated to as a specific topic, and a focus on academic research that students will discuss in class.

J1: Introduction to consumer neuroscience and to experimental method

J2: Neuromarketing and eyetracking

J3: Brain imaging techniques and marketing applications

Prerequisites

Key concepts to understand :

Marketing basics, consumer behavior basics

Teaching material

Recommended reading

Major works :

- Ariely, D., & Berns, G. S. (2010). Neuromarketing: the hope and hype of neuroimaging in business. *Nature reviews neuroscience*, 11(4), 284.
- Droulers O. et al. (2017), The influence of threatening visual warnings on tobacco packaging: Measuring the impact of threat level, image size, and type of pack through psychophysiological and self-report methods, *PLOS ONE*, Vol. 12, N° 1, e0184415.
- Huddleston et al.. (2018). Inside-outside: Using eye-tracking to investigate search-choice processes in the retail environment. *Journal of Retailing and Consumer Services*, 43, 85-93.
- Karmarkar, U. R. et Plassmann, H. *Consumer Neuroscience: Past, Present, and Future. Organizational Research Methods*, 2017, p. 1094428117730598.

Further reading :

Roullet et Droulers (2010) *Neuromarketing – Le Marketing revisité par les neurosciences*, Dunod

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 : last session

written + oral / in group / English / weighting : 70%

additional information : during the seminar collective assessment will be done J1: article analysis J2: experimental design J3: analysis of a neuro imaging

This evaluation serves to measure LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO4.1, LO4.2

Final assessment : last session

written (30 min) / individual / English / weighting : 30%

additional information : an individual quiz during last session content covered during the seminar

This evaluation serves to measure LO1.2, LO1.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.

