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NEUROMARKETING & NEUROSCIENCE OF CONSUMER BEHAVIOR - CERTIFIED

Start Date:	08/03/2027	End Date:	12/03/2027
Categories:	Public Relations & Market	Venues:	Barcelona
Formats:	In Person	Instructors:	

OVERVIEW

This immersive course explores how the brain influences consumer behavior and how businesses can leverage neuroscience to craft powerful, persuasive marketing strategies. Participants will learn how subconscious processes drive attention, emotion, memory, and decision-making—and how to ethically apply this knowledge to increase engagement and ROI. In collaboration with Neuro Business School, Barcelona, Spain.

OBJECTIVES

By the end of the course, participants will be able to:

- Understand how the brain processes marketing stimuli and makes decisions.
- Learn to use sensory and emotional cues to enhance consumer response.
- Apply biometric tools and neuromarketing analytics in real campaigns.
- Develop digital strategies rooted in brain science and behavior prediction.
- Gain insights from real-world case studies and hands-on applications.

COURSE OUTLINE

1. Neural Basis of Consumer Behavior 2. Sensory Perception & Emotional Triggers 3. Biometric Tools & Neuromarketing Research 4. Digital Neuromarketing & Behavioral Design 5. Campaign Prototyping & Case Study Analysis

TARGET AUDIENCE

All supervisory levels, Marketing professionals, digital strategists, UX designers, brand teams, advertising and product innovation leaders.

METHODOLOGY

Interactive lectures, neuromarketing labs, group challenges, case studies, and hands-on campaign design.

CONCLUSION

By the end of the course, participants will be able to confidently apply neuroscience-backed

strategies to marketing campaigns, digital product design, and consumer engagement for greater emotional impact and behavioral influence.

DAILY AGENDA

Day 1: The Brain of the Consumer

Understand how the human brain processes choices, emotions, and attention, and how this drives consumer behavior at a subconscious level.

Day 2: Emotional Triggers & Sensory Marketing

Explore the power of emotion and sensory cues in marketing to create lasting brand memories and influence decisions.

Day 3: Neurobiometrics in Action

Learn to use tools like EEG, eye tracking, and facial coding to analyze engagement and predict campaign success.

Day 4: Digital Neuromarketing & E-Commerce

Apply neuroscience principles to optimize web design, mobile UX, and social media strategies.

Day 5: Capstone: Campaign & Strategy Pitch

Teams develop and pitch a neuromarketing campaign based on consumer insights, data tools, and science-based design.

For more information, please contact us:

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