

Digital, Neuro, and Marketing Strategies to Business

Elective course

ECTS: 3

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1. Course presentation

Increased competitiveness in marketing requires marketing professionals to better understand what consumers think or feel about products and communication strategies, and what are the best marketing strategies to develop in any company. To do so, this course will provide students with an introduction to some of the basic methods in the emerging fields of digital communication, the digital analysis of consumer behavior, and neuromarketing methods, and what they mean. In addition, the course will give an overview of the marketing strategies' application in a firm using a business simulator.

2. Objectives of the course

Upon completion of the course, students must be able to:

- Understand how a Digital and Neuro Marketing Lab works
- Understand how some digital marketing tools are used
- Understand how to analyze consumers through neuromarketing techniques
- Apply five strategic digital communication trends
- Develop innovative marketing strategies for businesses in the worldwide

3. Course content

1. What can we do and what can we measure in Neuromarketing? Introducing Digital and Neuro Marketing Lab
2. Trends in strategical digital communication. What to do when the context changes, the audience changes, the media & technology changes, but the need to reach our target audiences remains unchanged?
3. Predicting human behavior (consumer-buyer) through Neuromarketing
4. Neuromarketing applications and ethics
5. Marketing strategies: How to apply the most appropriate marketing strategy to achieve sustainable growth of companies.

4. Methodology/Training Activities

In order to achieve the proposed objectives, the following methods shall be used:

- Participatory master class

- Exercises
- Discussions
- Group working

5. Evaluation

The course is assessed with on-going evaluation. Attendance and participation in class is essential to achieve the learning objectives of the course and cannot be less than the current policy on the IQS School of Management.

The evaluation will be based on the following criteria and percentages:

Assessment system	%
1. Class participation and activities	70
2. Business Simulator	30
Total assessment	100

6. Resources

It is strongly recommended that all students have a personal laptop in order to follow the course requirements.

7. Bibliography

- Aaker, Moorman, C. (2017). *Strategic Market Management* (11th edition). John Wiley & Sons.
- Abratt, R., & Bendixen, M. (2018). *Strategic Marketing. Concepts and cases*. Routledge.
- Kahneman, D. (2012). *Thinking, fast and slow*. Strauss and Giroux Farrar
- Siebel, T. M. (2020). *Digital transformation: survive and thrive in an era of mass extinction*. Rodin Books.