

AC – 28/03/2025

Item No. – 7.8 (N) (3c) Sem. IV

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Commerce & Management

Board of Studies in Bachelor of Management Studies

Second Year Programme in B.Com. (Management Studies)

Semester

IV

Title of Paper

Credits

Neuromarketing

2

From the Academic Year

2025-26

Open Elective- Marketing

Title of Paper: Neuromarketing

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course explores the intersection of neuroscience, psychology, and marketing to understand consumer decision-making. By analyzing subconscious influences on brand perception, advertising, and product design, students will gain insights into optimizing marketing strategies. The course is highly relevant in today's data-driven marketing landscape, enhancing skills in consumer behavior analysis, digital marketing, and branding. With rising industry demand, graduates can pursue careers as market researchers, brand strategists, or digital marketing analysts, gaining a competitive edge in consumer-focused industries.
2	Vertical:	Open Elective
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none">1. To introduce the principles of neuromarketing and its role in understanding consumer behavior.2. To explore consumer psychology, decision-making processes, and the influence of emotions, perception, and memory on consumer choices.3. To examine the application of neuroscience in marketing strategies, including sensory marketing and advertising effectiveness.4. To analyze decision-making biases and strategies to enhance brand engagement and marketing campaigns.5. To evaluate the impact of neuromarketing techniques through measurable performance indicators.	

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Understand the principles and significance of neuromarketing in consumer behavior analysis. 2. Apply neuroscientific tools to evaluate consumer decision-making processes. 3. Utilize sensory and emotional marketing techniques for brand engagement. 4. Develop marketing strategies that counteract cognitive biases and enhance consumer experiences. 5. Assess the effectiveness of neuromarketing strategies through appropriate performance metrics.
9	<p>Modules:</p>
	<p>Module 1: Introduction to Neuromarketing & Consumer Psychology</p>
	<ol style="list-style-type: none"> 1. Neuromarketing-Neuro Marketing- Meaning, Role and Scope & Significance of Neuromarketing, Tools of Neuromarketing, Consumer Psychology-Neuroscience to better understand the consumer, Models of Consumer Decision-Making and Choices. 2. Attention: Attentional processes and Consumer Choice, Sensory Marketing and Perception Process, Sensory marketing v/s Digital Sensory marketing. 3. Learning: Behavioral Learning and Cognitive Learning Theories, Memory: How our brains encode information, Nostalgia marketing. 4. Learning Models & Understanding Self: Habit formation and Hooked Model, Defining Habit-Building Products, Hook model, The Self: Self-concept, Real v/s Ideal selves,
	<p>Module 2: Application of Neuromarketing</p>
	<ol style="list-style-type: none"> 1. Neuro Insights for Marketing Strategies: Using Neuroscience Findings to Optimize Marketing Campaigns. 2. Sensory Marketing – Concept -Incorporating Sensory Marketing and Multisensory Experiences, Decision-Making Biases - Consumer - Role of Color, Typography and Design in influencing consumer choices. 3. Neuromarketing in Advertising: Neurasthenics and the impact of visuals on ad effectiveness, Neurolinguistics and Psychology of persuasive language in advertising. 4. Measuring ROI in Neuromarketing: Metrics and Key Performance Indicators (KPIs) for effectiveness of neuromarketing strategies, Demonstrating the impact on brand equity and profitability.

10	Textbooks: <ol style="list-style-type: none"> 1. Zurawicki, L. (2010). <i>Neuromarketing: Exploring the brain of the consumer</i>. Springer. 2. Cerf, M., & Garcia-Garcia, M. (2017). <i>Consumer neuroscience</i>. MIT Press. 3. Zaltman, G. (2003). <i>How customers think: Essential insights into the mind of the market</i>. Harvard Business Review Press. 					
11	References: <ol style="list-style-type: none"> 1. Ariely, D. (2008). <i>Predictably irrational: The hidden forces that shape our decisions</i>. HarperCollins. 2. Dooley, R. (2011). <i>Brainfluence: 100 ways to persuade and convince consumers with neuromarketing</i>. Wiley. 3. Kahneman, D. (2011). <i>Thinking, fast and slow</i>. Farrar, Straus and Giroux. 4. Lindstrom, M. (2010). <i>Buyology: Truth and lies about why we buy</i>. Crown Business. 5. Pradeep, A. K. (2010). <i>The buying brain: Secrets for selling to the subconscious mind</i>. Wiley. 6. Venkatraman, V., Clithero, J. A., Fitzsimons, G. J., & Huettel, S. A. (2012). New scanner data for brand marketers: How neuroscience can help better understand differences in brand preferences. <i>Journal of Consumer Psychology</i>, 22(1), 143–153. 7. Yoon, C., Gutchess, A. H., Feinberg, F., & Polk, T. A. (2006). A functional magnetic resonance imaging study of neural dissociations between brand and person judgments. <i>Journal of Consumer Research</i>, 33(1), 31–40. 					
12	<table border="1"> <tr> <td data-bbox="229 1361 874 1532">Internal Continuous Assessment: 40%</td><td data-bbox="874 1361 1505 1532">External, Semester End Examination 60%</td></tr> <tr> <td data-bbox="229 1532 874 1765" rowspan="2"></td><td data-bbox="874 1532 1505 1765">Individual Passing in Internal and External Examination</td></tr> <tr> <td data-bbox="874 1765 1505 1765"></td></tr> </table>	Internal Continuous Assessment: 40%	External, Semester End Examination 60%		Individual Passing in Internal and External Examination	
Internal Continuous Assessment: 40%	External, Semester End Examination 60%					
	Individual Passing in Internal and External Examination					
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)					

14	QUESTION PAPER PATTERN		
	(External and Internal)		
	Paper Pattern	2 Credits	(Total 50 Marks)
	Internal	=	20 Marks
	External	=	30 Marks
	Internal Paper Pattern (20 Marks)		
	1. Project Presentation OR Case Study writing	} any one	10 Marks
	2. Quiz OR Group discussion		
	3. Class Test (Mandatory) with objectives		10 Marks
	Total		20Marks
	External Paper Pattern (30 Marks)		
	Write any TWO questions from the following		
	Q1. Answer the following		15 marks
	A		
	B		
	Q2. Answer the following		15 Marks
	A		
	B		
	Q3. Answer the following		15 Marks
	A		
	B		

Sd/-
Sign of the BOS
Chairman
Dr. Kanchan Fulmali
Board of Studies in
BMS

Sd/-
Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce
& Management

Sd/-
Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management

Sd/-
Sign of the
Offg. Dean
Prin. Ravindra
Bambardekar
Faculty of
Commerce &
Management