

MKTG30008 Neuromarketing

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and one 1-hour tutorial weekly Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
Prerequisites:	MKTG10001 Principles of Marketing (../view/current/MKTG10001)
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Phil Harris
Contact:	hap@unimelb.edu.au (mailto:hap@unimelb.edu.au)
Subject Overview:	This subject examines the brain systems, research tools and insights from the brain sciences relevant to marketing theory and practice. Topics include neuroscience fundamentals; neuroscience technology used in marketing research; functional implications of key brain systems for marketing planning; applications of tools and insights from the cognitive neurosciences for advertising research and development and ethical considerations associated with use of brain imaging technology for marketing research.
Objectives:	On successful completion of this subject, students should be able to: Describe neuroscience-based tools and techniques used in marketing research, Identify and discuss the function of selected brain regions and systems in marketing neuroscience research, Explain functional implications of selected perceptual, cognitive and emotional processes for marketing theory, Critically evaluate and apply marketing neuroscience research insights in selected marketing practices.
Assessment:	A 2-hour end-of-semester exam (60%); written assignments not exceeding 4000 words in total (40%) due in week 6 and week 10.
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2012/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2012/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2012/B-ENVS)

	<p># Bachelor of Music (https://handbook.unimelb.edu.au/view/2012/B-MUS)</p> <p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2012/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2012/B-ENG)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	High level of development: oral communication; written communication; team work; application of theory to practice; interpretation and analysis; receptiveness to alternative ideas. Moderate level of development: collaborative learning; critical thinking. Some level of development: problem solving; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources
Related Breadth Track(s):	The Mind of the Consumer