

# MKTG90018 Neuromarketing

<b>Credit Points:</b>	12.50								
<b>Level:</b>	9 (Graduate/Postgraduate)								
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014.								
<b>Time Commitment:</b>	Contact Hours: One 3-hour seminar per week Total Time Commitment: Not available								
<b>Prerequisites:</b>	None								
<b>Corequisites:</b>	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90004 Marketing Management</td> <td>Summer Term, Semester 1, Semester 2</td> <td>12.50</td> </tr> </tbody> </table>			Subject	Study Period Commencement:	Credit Points:	MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50
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MKTG90004 Marketing Management	Summer Term, Semester 1, Semester 2	12.50							
<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites								
<b>Non Allowed Subjects:</b>	None								
<b>Core Participation Requirements:</b>	<p>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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a></p>								
<b>Contact:</b>	<a href="mailto:hap@unimelb.edu.au">hap@unimelb.edu.au</a> ( <a href="mailto:hap@unimelb.edu.au">mailto:hap@unimelb.edu.au</a> )								
<b>Subject Overview:</b>	<p>Research techniques and insights from the cognitive neurosciences are increasingly used in marketing research and practice. This subject examines the research tools and insights from the neurosciences relevant to marketing theory and practice. Topics include neuroscience technology used in marketing research; functional implications of key brain systems for consumer judgements and decision-making; applications of tools and insights from the cognitive neurosciences for strategic marketing planning, product development and advertising research, and ethical considerations associated with use of brain imaging technology for marketing research.</p>								
<b>Learning Outcomes:</b>	<p>On successful completion of this subject students should be able to:</p> <ul style="list-style-type: none"> <li># Describe neuroscience-based tools and techniques used in marketing research;</li> <li># Identify and discuss the function of key brain systems in consumer behaviour;</li> <li># Explain functional implications of selected perceptual, cognitive, and emotional processes for consumer behaviour and marketing planning; and</li> <li># Critically evaluate and apply marketing neuroscience research insights in selected marketing practices.</li> </ul>								
<b>Assessment:</b>	Two hour end-of-semester exam (50%); 1000 word individual or group written assignment due in week 7 (10%); 3000 word individual written assignment due in week 11 (30%); and 20 minute group presentation to be completed during weeks 7-12 (10%).								
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.								
<b>Breadth Options:</b>	This subject is not available as a breadth subject.								
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>								

<b>Generic Skills:</b>	On successful completion of this subject, students should have improved the following generic skills: <ul style="list-style-type: none"><li># Ability to integrate concepts and theories across disciplines;</li><li># Problem solving and critical thinking, developed through in-class discussion and assignment work;</li><li># Ability to critically evaluate and apply research insights to practice;</li><li># Oral communication skills developed via in-class interaction and presentations;</li><li># Written communication skills developed through assignment work;</li><li># Ability to work in a team through group assignments.</li></ul>
<b>Related Course(s):</b>	Graduate Certificate in Communication and Customer Strategy Master of Commerce (Marketing) Master of Management (Marketing) Master of Management (Marketing)