

MKTG30008 Neuromarketing

Credit Points:	12.5
Level:	3 (Undergraduate)
Dates & Locations:	2016, 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:	<u>MKTG10001 Principles of Marketing</u> (../view/current/MKTG10001)
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
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 and psychological 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 neuroscientific and psychological tools and insights for marketing research and ethical considerations associated with use of brain imaging technology for marketing research.
Learning Outcomes:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Describe and understand the benefits/limitations of tools and techniques used in neuromarketing 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 neuromarketing research insights in selected marketing practices.
Assessment:	A 2-hour end-of-semester examination (60%) An individual or group written assignment (1,000 words) due in Week 7 (10%) A group written assignment (3,000 words) due in Week 11 (30%)
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:

	<p># <u>Bachelor of Arts</u> (https://handbook.unimelb.edu.au/view/2016/B-ARTS)</p> <p># <u>Bachelor of Biomedicine</u> (https://handbook.unimelb.edu.au/view/2016/B-BMED)</p> <p># <u>Bachelor of Environments</u> (https://handbook.unimelb.edu.au/view/2016/B-ENVS)</p> <p># <u>Bachelor of Music</u> (https://handbook.unimelb.edu.au/view/2016/B-MUS)</p> <p># <u>Bachelor of Science</u> (https://handbook.unimelb.edu.au/view/2016/B-SCI)</p> <p># <u>Bachelor of Engineering</u> (https://handbook.unimelb.edu.au/view/2016/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