

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Neuromarketing			
2.	Code	MKT 5412			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year / semester	2022-2023 (summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Ezeni Brzovska, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	<p>Course Objectives (Competencies): The purpose of this course is students to understand different methods which have been applied for understanding consumer behavior. Neuromarketing is multidisciplinary approach which examines how the brain react to marketing, brands, products and way they buy. Within the course are defined methods that have been applied for measuring consumer reaction and it would be analyzed attention, memory and emotion in the process of making purchasing decision. After taking this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand and implement different methods for understanding consumer behaviors 2. Understand the functioning of the nervous system for understanding the customer reactions 3. Capable to understand the importance of attention, memory and emotion in the process of making marketing decisions 4. Capable to apply neuromarketing in the process of making marketing decisions 				
11.	<p>Course content:</p> <ol style="list-style-type: none"> 1. Introduction of neuromarketing 2. Functions of the nervous system – brain anatomy 3. Attention, memory and emotions 4. Research methods in neuromarketing 5. Process of consumption as a sense concept 6. Applying of neuromarketing in the process of making marketing decisions 7. Neuroethics 				
12.	Learning methods:				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90= 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Projects	40 classes	
		16.2.	Writing Assignments	10 classes	
		16.3	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%		

	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)			30%	
	17.3.	Attendance and class participations			10%	
	17.4.	Tests			60 points	
18.	Grading scale		less than 50 points	5 (five) (F)		
			from 51 to 60 points	6 (six) (E)		
			from 61 to 70 points	7 (seven) (D)		
			from 71 to 80 points	8 (eight) (C)		
			from 81 to 90 points	9 (nine) (B)		
			from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam		Realized activities from points 15 and 16			
20.	Language		Macedonian (or English)			
21.	Evaluation method		Internal evaluation and survey			
22.	Literature					
	Compulsory literature					
		No.	Author	Title	Publisher	Year
	22.1.	1.	Zurawicki, L.	Neuromarketing: Exploring the brain of the consumer	Springer	2010
		2.	Cerf, M and GarciaGarcia, M.	Consumer Neuroscience	MIT	2017
	Additional literature					
		No.	Author	Title	Publisher	Year
	22.2.	1.	Ramsay, T. Z..	Introduction to neuromarketing & consumer neuroscience	Neurons Inc	2015
		2.	Agarwal, S.	Introduction to neuromarketing & consumer neuroscience	Journal of Consumer Marketing	2015