

## Implementation plan Finished

|                                                               |                                                                                                                                                                                                                                                    |
|---------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study unit</b>                                             | Neuromarketing (01453), 5.0                                                                                                                                                                                                                        |
| <b>Implementation</b>                                         | CCA1421: 2/2014-2015 (19.01.2015 - 20.04.2015)                                                                                                                                                                                                     |
| <b>Type</b>                                                   | CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING (0387)                                                                                                                                                                                               |
| <b>Groups</b>                                                 | Primary: CCA14SY Others :                                                                                                                                                                                                                          |
| <b>Involved in the project</b>                                |                                                                                                                                                                                                                                                    |
| <b>Lecturers</b>                                              | Jarmo Heinonen, Kaisa Hytönen, Jyrki Suomala                                                                                                                                                                                                       |
| <b>Number of participants</b>                                 | <b>Minimum: Maximum:</b>                                                                                                                                                                                                                           |
| <b>Enrolment period</b>                                       | 01.12.2014 08:00 - 07.12.2014                                                                                                                                                                                                                      |
| <b>Main timing for implementation</b>                         | On working days during daytime                                                                                                                                                                                                                     |
| <b>Applicability</b>                                          | <b>For exchange students:</b> Yes <b>For elective studies:</b> Yes <b>Open UAS student:</b> Yes <b>Suitable for virtual UAS:</b> No                                                                                                                |
| <b>Teachers</b>                                               | Suomala Jyrki (Teacher in charge), Heinonen Jarmo (Other teacher)                                                                                                                                                                                  |
| <b>Campus</b>                                                 | Laurea Leppävaara                                                                                                                                                                                                                                  |
| <b>Main location for implementation</b>                       | At the campus                                                                                                                                                                                                                                      |
| <b>Implementation method</b>                                  | Optima realization/student group, Project/venture/R&D <b>Language:</b> English <b>Virtuality:</b> 0 cr <b>Integration of R&amp;D:</b> 5 cr                                                                                                         |
| <b>Implementation class</b>                                   | LbD based on regional RDI project                                                                                                                                                                                                                  |
| <b>Focus areas</b>                                            | Service business                                                                                                                                                                                                                                   |
| <b>Evaluation at the latest</b>                               | 19.05.2015 <b>Storing of graded material ends.:</b> 19.06.2016                                                                                                                                                                                     |
| <b>Exam days</b>                                              | <b>Real:</b> Project will be presented by students on Monday 13.4.                                                                                                                                                                                 |
| <b>Having completed the study unit the student is able to</b> | <p>The student is able to:</p> <ul style="list-style-type: none"> <li>•apply the knowledge of neuroscience to marketing</li> <li>•analyse marketing problems from the point of view of the brain's rewarding, fear and social circuitry</li> </ul> |
| <b>Previous studies</b>                                       |                                                                                                                                                                                                                                                    |

## Learning events

| Date       | o'clock/at h | at h | Subject                                      | Content                                                                                                                                                                                                                        | Status | Teachers       |
|------------|--------------|------|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------|
| 19.01.2015 | 9-11.30      | 3    | Starting. Course timetable. Introduction     | Starting. Course timetable. Reward areas in brain. How brain works – principal things about it.                                                                                                                                | 253    | Jyrki Suomala  |
| 26.01.2015 | 9-11.30      | 3    | Neuromarketing cases                         | Cases. NeuroMarketing cases, for expl. SuperBowl and other samples.                                                                                                                                                            | 254    | Jyrki Suomala  |
| 02.02.2015 | 9-11.30      | 3    | Marketing research principles                | Marketing research principles in NeuroMarketing 1. Teamwork and teams. (Homework I)                                                                                                                                            | 254    | Jarmo Heinonen |
| 09.02.2015 | 9-11.30      | 3    | Methods used in Marketing research companies | Methods used in Marketing research companies. Cases and examples (for expl. cluster analysis). What kind of methods research companies use, when how they analyze their customers? Positioning (marketing vs market research). | 253    | Jarmo Heinonen |
| 16.02.2015 |              |      | NO CLASS: Students own work                  |                                                                                                                                                                                                                                |        |                |

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|------------|--------------|---|------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------|----------------|
|            |              |   | (Homework given by Jarmo Heinonen)       |                                                                                                          |                                |                |
| 23.02.2015 | 9-11.30      | 3 | Teamwork                                 | Teamwork: how to use NeuroMarketing comparing previous marketing methods? (Homework II)                  | 253                            | Jarmo Heinonen |
| 02.03.2015 | 9-11.30      | 3 | NEurmarketing and marketing together     | NeuroMarketing and principal marketing researches together. Modelling previous Homework II.              | 253                            | Jarmo Heinonen |
| 09.03.2015 | 9-11.30      | 3 | Principles in NeuroMarketing 1           | Nielsen NeuroCase. Principles in NeuroMarketing, part 1. The description of the final task for students. | 253                            | Jyrki Suomala  |
| 16.03.2015 | 9-11.30      | 3 | Examples about neuroeconomics studies    | Examples about neuroeconomics studies (Trust, risk and human decision making)                            | 253                            |                |
| 23.03.2015 | 9-11.30      | 3 | Neuromarketing principles II             | Principles in NeuroMarketing, part 2.                                                                    | 253                            | Jyrki Suomala  |
| 30.03.2015 |              |   | Students own work (Final project)        |                                                                                                          |                                |                |
| 06.04.2015 |              |   | Students own work (Final project)        |                                                                                                          |                                |                |
| 13.04.2015 | 9-11.30      | 3 | Demo at AMI-centre about fMRI            | The demonstration, how does the brain-scanner and fMRI infrastucture work.                               | Otakaari 5 l Espoo, AMI-centre |                |
| 20.04.2015 | 9-11.30      | 3 | Eastern holiday                          |                                                                                                          |                                |                |
| 27.04.2015 | 8.30 - 12.00 | 4 | Final projects presentations by students | Each student presents own neuromarketing analyse and results to whole class.OBS! Tlme 8.30 - 12.00       | 253                            | Jyrki Suomala  |