

Implementation plan Being edited

Study unit	Neuromarketing (01453), 5.0
Implementation	CCA1621: 1/2016-2017 (29.08.2016 - 23.12.2016)
Type	CUSTOMER KNOWLEDGE AS THE DRIVER OF MARKETING (0387)
Groups	Primary: CCA16SY Others :
Involved in the project	
Lecturers	Jarmo Heinonen, Kaisa Hytönen, Jyrki Suomala
Number of participants	Minimum: Maximum:
Enrolment period	16.05.2016 08:00 - 31.05.2016
Main timing for implementation	On working days during daytime
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: No Suitable for virtual UAS: No
Teachers	Suomala Jyrki (Teacher in charge), Heinonen Jarmo (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D Language: English Virtuality: 0 cr Integration of R&D: 5 cr
Implementation class	LbD based on regional RDI project
Focus areas	Service business
Evaluation at the latest	23.01.2017 Storing of graded material ends.: 23.12.2017
Exam days	Real: Project will be presented by students on Monday 13.4.
Having completed the study unit the student is able to	The student is able to: •apply the knowledge of neuroscience to marketing •analyse marketing problems from the point of view of the brain's rewarding, fear and social circuitry
Previous studies	

Learning events

Date	o'clock/at h	at h	Subject	Content	Status	Teachers
07.09.2016	12.30 - 15.00	2	Starting. Course timetable. Introduction	Starting. Course timetable. Reward areas in brain. How brain works – principal things about it.		Jyrki Suomala
14.09.2016	12.30 - 15.00	2	Neuromarketing cases	Cases. NeuroMarketing cases, for expl. SuperBowl and other samples.		Jyrki Suomala
21.09.2016	12.30 - 15.00	2	Marketing research principles	Marketing research principles in NeuroMarketing 1. Teamwork and teams. (Homework I)		Jyrki Suomala
28.09.2016	12.30 - 15.00	2	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).		Jarmo Heinonen
05.10.2016	12.30 - 15.00	2	NO CLASS: Students own work			

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			(Homework given by Jarmo Heinonen)			
12.10.2016	12.30 - 15.00	2	Teamwork	Teamwork: how to use NeuroMarketing comparing previous marketing methods? (Homework II)		Jyrki Suomala
19.10.2016	NO LECTURE		NEurmarketing and marketing together	NeuroMarketing and principal marketing researches together. Modelling previous Homework II.		
26.10.2016	NO LECTURE		Principles in NeuroMarketing 1	Nielsen NeuroCase. Principles in NeuroMarketing, part 1. The description of the final task for students.		
02.11.2016	12.30 - 15.00	2	Examples about neuroeconomics studies	Examples about neuroeconomics studies (Trust, risk and human decision making)		Jyrki Suomala
09.11.2016	NO LECTURE		Neuromarketing principles II	Principles in NeuroMarketing, part 2.		
16.11.2016	12.00 - 16.00	4	Students own work (Final project)			Jyrki Suomala