

# Introduction to Neuromarketing



November 8 , 2024



City Campus, IBA Karachi

# Program Overview

This course provides deep understanding of Consumer attention (cognitive response) and emotional response based on real time data observation using eye tracking, facial response, and Galvanic Skin Response. The eye tracking technology is used to observe respondent attention towards stimuli. The facial recognition is used to observe emotional response (valence) to stimuli. The Galvanic Skin Response (GSR) is used to observe emotional intensity towards stimuli. This cutting-edge technology will transform the way we look at consumer research. Timely and successful adoption of this technology will be a competitive advantage for any organization, as this would make self-reported consumer research obsolete. Moreover, this course enables students to understand advances in the area of neuro-marketing and its implication in buying behavior. In this course students learn experimental

design related to Neuro-Marketing tools such as eye tracking, Galvanic Skin Response and Facial Response.

Main emphasis of this course is on eye tracking, Galvanic skin response and facial response but this course will also equip students with latest development in the area using EEG. Further this course will enable student to understand nature of data and how this can be employed in various fields,

# Learning Outcomes

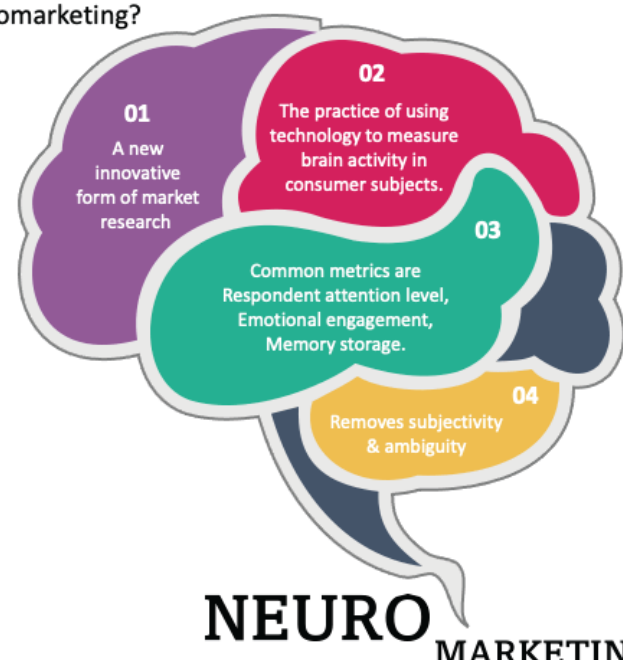
- ▶ To understand Neuro-Marketing experimental design
- ▶ To extract results using neuromarketing tools
- ▶ To analyze various Neuromarketing indices
- ▶ To apply neuromarketing tools to provide solution



Neuromarketing is not manipulation, it's mindful merchandising — Melissa Bolton

## NEURO MARKETING

What is Neuromarketing?



Source: sketchbubble

# Topics Covered

- Neuromarketing: What it is and what it is not?
- Consumer rationality and its neural connections.
- Traditional v/s Neuro Approach
- Brain Chemistry: Neurotransmitters
- Anatomy of Brain
- Understanding of Neuro sensors
- Application of Neuro sensors
- Neuromarketing tools demonstration



**30,000+**  
Participants Trained



**16,00+**  
Training since 2009



**225+**  
Companies



**80+**  
Trainers

## Who should attend?

Marketers, product managers, executives, consultants, and anyone interested in learning more about how consumer

## Investment

PKR 50,000 + 5% SST



## Dr. Wajid H. Rizvi

Professor, School of Business Studies  
IBA Karachi

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