



# LITHUANIA BUSINESS COLLEGE

## DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

### INTELLIGENT NEUROMARKETING

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| <b>Volume of subject</b>                                     | <b>6.0 ECTS</b>   |
| <b>Lecturer in charge</b>                                    | assoc. prof. dr. Mihaela State  |
| <b>Annotation</b>  | <p>Intelligent neuromarketing is an emerging field that combines the principles of neuroscience, artificial intelligence, and traditional marketing to understand and influence consumer behavior. The main purpose of the Intelligent Neuromarketing course is to provide learners with an in-depth understanding of how the human brain reacts to marketing stimuli. This includes an examination of the cognitive, emotional, and behavioral processes that are involved in making purchasing decisions. It aims to bridge the gap between marketing and neuroscience, helping professionals understand how the brain processes information and makes decisions related to purchasing and consumption.</p> <p>The main outcomes of the course:</p> <ol style="list-style-type: none"> <li>1. Introducing the fundamentals of artificial intelligence, neuroscience and its application to marketing;</li> <li>2. Exploring intelligent neuromarketing techniques;</li> <li>3. Applying neuroscience to marketing strategies;</li> <li>4. Understanding ethical considerations in intelligent neuromarketing;</li> <li>5. Expanding the knowledge of consumer behavior and marketing psychology.</li> </ol> |
| <b>Topics</b>  | <ol style="list-style-type: none"> <li>1. What is Intelligent Neuromarketing?</li> <li>2. Methods in Intelligent Neuromarketing.</li> <li>3. Applications of Neuromarketing.</li> <li>4. Data Driven.</li> <li>5. From Data-driven Marketing to AI-driven marketing.</li> <li>6. Errors Made with Artificial Intelligence.</li> <li>7. The Applications of Artificial Intelligence in Marketing.</li> <li>8. AI Ethics &amp; Regulation.</li> <li>9. Neuro-Influencers and Brand Storytelling.</li> </ol>   |
| <b>Procedure for assessment of knowledge and competences</b> | <ul style="list-style-type: none"> <li>✓ 20 percent – preparation for seminars;</li> <li>✓ 20 percent – control work;</li> <li>✓ 60 percent – final exam.</li> </ul>  |