

UGBA 167 – 3 units- Fall 2019
Neuromarketing: Inside the Mind of the Consumer

Course Objectives

- Recognize challenges facing the current ways that businesses make decisions.
- Learn tools and techniques from neuroscience that can offer a potential solution.
- Understand the benefits and hurdles facing development of these solutions.
- Appreciate the ethical concerns and how to address them.

Course Overview

Our understanding of the human brain has been revolutionized by recent technical and conceptual advances. This course will discuss how we can turn this knowledge to address some of the most vexing challenges facing businesses and societies today.

For example, can understanding of the mind and brain improve how companies measure, predict, and influence how customers think, feel, and respond to companies' product offerings? What are the practical challenges and hurdles in realizing these possibilities? And what are the ethical issues surrounding the use of these tools?

This course will introduce students to tools and techniques from the neurosciences, and how they could be brought to bear on a range of business problems. We will then delve into implementational details and the hurdles that must be overcome. Finally, and not to be overlooked, students will be asked to anticipate ethical concerns that may accompany the application of these tools, and ways to mitigate these concerns.

Prerequisites

This course is open to all majors and there are no prerequisites. However, familiarity with and past courses in marketing or cognitive neuroscience is highly recommended.

Assessments

Topics will be introduced using a lecture/discussion format. The material will be further illustrated using in-class labs and a class project. We will then use a combination of scientific readings, business articles, and guest lecturers to solidify your understanding of the concepts and develop intuition for how to apply these tools to real-world managerial problems.

About the Instructor

Ming Hsu is an associate professor at the University of California, Berkeley. He holds appointments in the Haas School of Business and the Helen Wills Neuroscience Institute. He is the director of the Berkeley Neuroeconomics Laboratory, where he investigates the biological basis of economic and consumer decision-making. He received his PhD from Caltech. Prior to joining Berkeley, he was assistant professor of economics and neuroscience at University of Illinois at Urbana-Champaign.