

NEUROSCIENCE IN MARKETING

June 26 - 28, 2019



Executive Education
Indian Institute of Management Ahmedabad

Neuroscience in Marketing

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Recent advances in the fields of neuroscience and neuroeconomics are re-defining and enhancing our understanding of how human beings make decisions in general and how consumers make decisions from a marketing perspective. Laboratory and field based applications are now leading to new insights on consumer behaviour that have a direct impact on how marketers should be developing and implementing their marketing plans. This programme seeks to build on the emerging knowledge in this field with its applications in the area of consumer behaviour, pricing, packaging and marketing communications.

Objectives //

The programme is designed

- To develop the participant's basic knowledge of how the human brain operates – what are some basic brain operating principles?
- To understand using the brain operating principles how we take decisions based around the themes of “thinking and feeling,” prediction, confidence, risk, fear, surprise, regret and happiness; how the brain receives stimuli, processes them and the responses that it generates.
- To apply these insights in the areas of pricing, marketing communications, packaging, product design, etc. with the objective of producing behavior change in the target audience

Benefits //

By taking this course you'll:

- learn from leading academics in India who are into cutting edge applied neuroscience research
- get an honest and open discussion of the capabilities and limitations of neuroscience in marketing, without any hype
- have the opportunity to network with other professionals working in or interested in the field of consumer neuroscience within a small group
- develop a relationship with IIM Ahmedabad neuroscience researchers which will offer you additional credibility when speaking on this topic internally or externally with your clients

You'll also:

- be able to make more informed decisions about if and when to commit to these techniques
- understand which claims by agencies are based in real science and which are over-emphasising results, saving your business money and time

This course will help you:

- appreciate the range of options available in consumer neuroscience, including different methods
- recognise key capabilities and limitations of neuroscience methods used in marketing
- understand practical opportunities available and their associated time and resource implication
- to better critically evaluate consumer neuroscience campaigns, separating inflated hype from realistic claims
- develop base level skills in creating neuromarketing based marketing concepts and implementations.

Upon successful completion of this programme, you should be able to demonstrate how you can use your enhanced knowledge of consumer behaviour concepts and related methodology, and greater sensitivity to consumer psychology to develop better marketing programmes and strategies – especially in the last mile in the marketplace where consumers make decisions.

Programme Highlights //

The programme would incorporate:

- Basic principles of brain organisation including functional neuro-anatomy.
- Understand and evaluate key neuromarketing tools such as functional magnetic resonance imaging (fMRI), and electroencephalography (EEG), eye tracking, RFI, etc.
- Capabilities and limitations of these methods with examples of their application.
- Important consumer neuroscience research in marketing, pricing, branding and product design to highlight areas of future potential.
- Applications of neuroscience in different marketing areas.

Participants' Profile //

This course is aimed at anyone involved in the promotion of products, services or brands and anyone who has ever wondered how neuroscience can be used to help understand consumer behavior and wants to achieve behavior change. In terms of area, marketing generally defined, pricing, sales, branding and product design are key functions that can have substantial benefits from the programme.

This could include:

- Account Managers; Creative Leads in Advertising Agencies

- Marketing Managers in Consumer Products
- Brand Managers
- Sales Managers
- Market Research Professionals
- Brand and Business Consultants
- Professionals with PR firms
- CXOs with Marketing related responsibilities

It's also suitable for anyone who uses the above kinds of services or agencies and wants to be more informed about what's on the market in terms of neuroscience in marketing. It is also useful for managers seeking to achieve behavior change in the field or in their organizations.

Faculty //

- Prantosh Bannerjee
- Ankur Kapoor
- Arvind Sahay (Faculty Chair)
Email: asahay@iima.ac.in

Nominations and Inquiries //

Nominations should reach the Executive Education Office latest by **June 12, 2019**. The last date for early bird discount is **June 5, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate //

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation //

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.



IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee and Payment //

INR 95,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **June 12, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
Neuroscience in Marketing
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our [website www.iima.ac.in/exed](http://www.iima.ac.in/exed).

Discount //

Early Bird Discount: Nominations received with payments on or before **June 5, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association //

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year e_Mode (Online + Campus) Post Graduate Programme in Management (ePGP)

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are airconditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.

The Institute has 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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Indian Institute of Management Ahmedabad

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