
AT THE EDGE OF NEUROSCIENCE: MARKETING DECISIONS

**Grado en Computación e Inteligencia Artificial / Bachelor in
Computer Science and Artificial Intelligence BCSAI SEP-2025
AEN-CSAI.4.M.A**

Area Marketing

Number of sessions: 15

Academic year: 25-26

Degree course: FOURTH

Number of credits: 3.0

Semester: 2º

Category: OPTIONAL

Language: English

Professor: **ROSARIO PERICUESTA CAMACHO**

E-mail: rpericuesta@faculty.ie.edu

Charo Pericuesta holds a Bachelor in Economics from the Universidad de Salamanca, a Bachelor in Market Research from the Universidad Autónoma de Madrid and a Master in Marketing and Sales Management from ESIC University in Madrid.

She has been more than a decade in Nielseniq, advising multinational companies in their strategy of innovation of their product portfolio using consumer data analysis.

Prior to that she worked:

- In the consumer insights department of Mondelez (Kraft) developing research plans to explore the different marketing initiatives of the company and using different market research techniques to understand the consumer behaviour and support decision making for the strategy of the brand;
- In United Planet in Boston as Marketing Project Manager;
- In Research International as Market Research Executive being seconded to the Chicago Office;
- In Russell Bedford International in London as Marketing Assistant.

Office Hours

Office hours will be on request. Please contact at:

rpericuesta@faculty.ie.edu

PREREQUISITES

No specific academic background required. Passion to learn. This course is particularly useful for those interested in pursuing marketing and marketing research related careers.

SUBJECT DESCRIPTION

Neuroscience helps us to understand the decision making process that we undergo as consumers. For our brain, context matters and everything is relative. Consumers not always disclose the drivers behind their decisions, that's why being able to measure such hidden drivers becomes so important.

This course provides a first approach to how Neuroscience is currently applied to Marketing. In particular understanding how attention, memory or emotion affect the decisions of consumers and how brands and value perceptions are built in consumers' minds.

LEARNING OBJECTIVES

The objectives are:

- Understanding how consumers make decisions.
- Understanding what's outside consumers' awareness and how to measure it.
- Leverage how our brain automatically works to make marketing experiences more powerful.

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting	Estimated time a student should dedicate to prepare for and participate in
Exercises in class, Asynchronous sessions, Field Work	20.0 %	15.0 hours
Group work	53.3 %	40.0 hours
Individual studying	26.7 %	20.0 hours
TOTAL	100.0 %	75.0 hours

AI POLICY

In today's world, generative artificial intelligence (GenAI) is changing how we work, study and, in general, how we get things done. However, in the context of this course, the use of GenAI is not permitted, unless it is otherwise stated by the instructor. The use of GenAI tools would jeopardize the students' ability to acquire fundamental knowledge or skills of this course.

If a student is found to have used AI-generated content for any form of assessment, it will be considered academic misconduct, and the student might fail the respective assignment or the course.

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Introduction

- Course overview
- Introduction to consumer Neuroscience
- Landscape of implicit tools and their possible use in marketing

SESSION 2 (LIVE IN-PERSON)

How our rational decision-making is hindered by cognitive biases I: Illusions.

SESSION 3 (LIVE IN-PERSON)

How our rational decision-making is hindered by cognitive biases II: What factors affect our decisions?

SESSION 4 (LIVE IN-PERSON)

How we think: System 1 and System 2 – Thinking Fast and Slow

Implicit and explicit: Two modes of thinking

- System 1: The automatic mode
- System 2: The lazy controller
- System 1 and System 2 in decision making

SESSION 5 (LIVE IN-PERSON)

Attention: Standing out from competitors. Modern view of attention in marketing.

SESSION 6 (LIVE IN-PERSON)

Practice: Identify how brands catch consumers attention and analyze it.

SESSION 7 (LIVE IN-PERSON)

Power of familiarity in marketing

- Memory: How familiarity impact on our decision-making process
- The Mere Exposure Effect
- The brain as an association machine

SESSION 8 (LIVE IN-PERSON)

Practice: Brands as associative memory networks.

SESSION 9 (LIVE IN-PERSON)

Approach or Avoid? How emotions motivate our decision-making process.

SESSION 10 (LIVE IN-PERSON)

Value beyond price. How non-conscious processes impact value perceptions

SESSION 11 (LIVE IN-PERSON)

How the halo effect affects consumers' responses.

SESSION 12 (LIVE IN-PERSON)

Neuroscience and Social Marketing.

SESSION 13 (LIVE IN-PERSON)

Group Assignment Presentation

Explore and compare Attention, Familiarity and Emotion across different brands

SESSION 14 (LIVE IN-PERSON)

Market Research today and tomorrow: the impact of Neuroscience.

SESSION 15 (LIVE IN-PERSON)

Final Exam

EVALUATION CRITERIA

criteria	percentage	Learning Objectives	Comments
Final Exam	25 %		
Class Participation	20 %		
Individual Work	25 %		
Group Presentation	30 %		

RE-SIT / RE-TAKE POLICY

BIBLIOGRAPHY

Recommended

- Edited by Moran Cerf and Manuel Garcia-Garcia. (2017). *Consumer Neuroscience*. The MIT Press. ISBN 9780262036597 (Printed)
- Daniel Kahneman. *Thinking, fast and slow*. PENGUIN BOOKS LTD. ISBN 0141033576 (Printed)
- Richard H. Thaler and Cass R. Sunstein. *Nudge, the final edition..* Penguin Books. ISBN 9780143137009 (Printed)

- Dan Ariely. *Predictably Irrational*. Generic. ISBN 9780062018205 (Printed)
- Phil Rosenzweig. *The halo effect... and the Eight Other Business Delusions That Deceive Managers*. FREE PR. ISBN 9781476784038 (Printed)

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

Each student has four chances to pass any given course distributed over two consecutive academic years: ordinary call exams and extraordinary call exams (re-sits) in June/July.

Students who do not comply with the 80% attendance rule during the semester will fail both calls for this Academic Year (ordinary and extraordinary) and have to re-take the course (i.e., re-enroll) in the next Academic Year.

Evaluation criteria:

Students failing the course in the ordinary call (during the semester) will have to re-sit the exam in June / July (except those not complying with the attendance rule, who will not have that opportunity and must directly re-enroll in the course on the next Academic Year).

The extraordinary call exams in June / July (re-sits) require your physical presence at the campus you are enrolled in (Segovia or Madrid). There is no possibility to change the date, location or format of any exam, under any circumstances. Dates and location of the June / July re-sit exams will be posted in advance. Please take this into consideration when planning your summer.

The June / July re-sit exam will consist of a comprehensive exam. Your final grade for the course will depend on the performance in this exam only; continuous evaluation over the semester will not be taken into consideration. Students will have to achieve the minimum passing grade of 5 and can obtain a maximum grade of 8.0 (out of 10.0) – i.e., “notable” in the re-sit exam.

Retakers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will be needed to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as retakers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained in the retake exam (3rd call) is 10.0.

After ordinary and extraordinary call exams are graded by the professor, you will have a possibility to attend a review session for that exam and course grade. Please be available to attend the session in order to clarify any concerns you might have regarding your exam. Your professor will inform you about the time and place of the review session. Any grade appeals require that the student attended the review session prior to appealing.

Students failing more than 18 ECTS (single degree) or 21 ECTS (dual degree) in the academic year after the June-July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects.

In case you decide to skip the opportunity to re-sit for an exam during the June / July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker and pay the corresponding extra cost. As you know, students have a total of four allowed calls to pass a given subject or course, in order to remain in the program.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.

