

ÜSKÜDAR UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
NEUROMARKETING MASTER'S PROGRAM (WITH THESIS / WITHOUT THESIS)
COURSE CONTENTS

SOB501 Scientific Research Methods and Academic Ethics (3+0) Credits: 3 ECTS: 6

Basic concepts of scientific research. Research problems and questions. Qualitative and quantitative research. Method, sample, data analysis. Reporting. Scientific ethics.

NRP501 Fundamental Neuroscience (3+0) Credits: 3 ECTS: 6

An introductory course in neuroscience. Basic concepts of neuroscience. Functional organization of the central nervous system and basic principles in its normal functioning. Neurotransmitters, neuromediators, interaction between neurons. Neurobiological character of man.

NRP521 Structural and Functional Processes in the Brain (3+0) Credits: 3 ECTS: 6

Effective use of the brain. Structural and functional processes of the human brain. Parts of the brain. Emotion-centered sections, mind-centered sections. Central nervous system, peripheral nervous system, autonomic nervous system, and interaction between them. The effect of the structure and functions of the brain on the development of purchasing behaviors.

NRP523 Marketing (3+0) Credits: 3 ECTS: 6

Marketing concept and development of marketing thought. Marketing mix. Promotion and marketing communications. New approaches in marketing communication.

NRP525 Communication, Perception, and Image Management (3+0) Credits: 3 ECTS: 6

Communication concept and models. Context. Perception and organization of perceptions. Persuasion theories. The role of perception management in consumer behavior. Image, personal image. Corporate image concept and management. Relationship with corporate culture, identity, reputation, and image. The effect of corporate image on consumer behavior.

NRP527 Creative Advertising and Marketing (3+0) Credits: 3 ECTS: 6

Creativity and development. Creative Thinking Exercises. Marketing and advertising. How do advertising and creative perspectives work? Experience and knowledge required by creative advertising. Creative advertising practices.

NRP502 Introduction to Neuromarketing (3+0) Credits: 3 ECTS: 6

How does the human brain work and how is this knowledge used in marketing? An overview of current and future uses of neuroscience. Basic brain mechanisms in consumer choices. Basic concepts and theories linking neuroscience and neuromarketing. Neuroscience techniques used in developing neuromarketing strategies.

NRP504 Neuromarketing Lab (2+2) Credits: 3 ECTS: 6

Introducing neuroscience technologies and outputs used to reveal unconscious responses underlying consumer decision-making processes. Introducing and applying the techniques used in examining neurological responses in relation to a specific stimulus used in marketing communication in the laboratory environment.

NRP522 Behavioral Foundations of Neuromarketing (3+0) Credits: 3 ECTS: 6

Neuroscience and behavior relationship. The relationship between neuroscience and purchasing processes. Analysis of the formation processes of purchasing decisions in the brain. Neuroscientific basis of individual's purchasing decision and behavior. Utilizing the possibilities of neuroscience in determining marketing strategies. Utilizing the data of neuroscience in the process of consumer protection. Ethical dimension of neuromarketing.

NRP524 Personality Theories and Neuromarketing (3+0) Credits: 3 ECTS: 6

Examination of the main personality theories and empirical studies in the field of personality development and functioning. Addressing issues of physical, cognitive, social, and emotional development and adjustment in adolescence and youth. Questioning the relationship between personality and purchasing behaviors. Conducting studies on neuromarketing strategies according to personality types.

NRP526 Integrated Marketing Communication and Brand (3+0) Credits: 3 ECTS: 6

Transition from promotion management to integrated marketing management. 360-degree communication. Relationship marketing and customer relationship management. Developing sales and marketing strategies that put the consumer in the center instead of sales-centered communication and marketing strategies. The most effective ways to benefit from the possibilities of communication in determining the strategies for product and service delivery. The place and importance of communication in all kinds of presentations and organizations. Basic concepts and processes in brand management. Brand Management.

NRP528 Digital Marketing (3+0) Credits: 3 ECTS: 6

New marketing concepts, media development and new trends. Digital technology and marketing relationship. Basic information in the use of digital media. Search engine marketing, social networks, content management. Use of digital technology in marketing strategies. Human relations and communication in the digital marketing environment. Digital marketing and branding.

NRP530 Buying, Motivation and Communication (3+0) Credits: 3 ECTS: 6

Motivation and communication relationship. Definition of the concepts of persuasion, covert persuasion, promotion, propaganda, advertisement, and the relationship between them. Cognitive and psychological processes in persuasion and motivation. The impact of these processes on purchasing behavior.

NRP589 Graduation Project (0+0) Credits: 0 ECTS: 30

Presenting the knowledge and skills gained from the courses taken by the students during two semesters by turning them into a comprehensive research project.

NRP590 Seminar

Knowledge sharing and applications for the development of thesis proposal and thesis preparation skills.

NRP591 Thesis I (0+0) Credits: 0 ECTS: 30

Studies to be carried out by the student under the supervision of the advisor appointed by the Institute of Social Sciences, within the framework of the thesis writing guide, until the date of the thesis defense.

NRP592 Thesis II (0+0) Credits: 0 ECTS: 30

Studies that the student will carry out under the supervision of his/her advisor, within the framework of the thesis writing guide, until the date of the thesis defense.