Neuromarketing and Behavioral Science Applications Training Course



23 - 27 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MAR5278_284843

Course Introduction / Overview:

This course delves into the fascinating intersection of neuroscience, psychology, and marketing, providing a comprehensive framework for understanding consumer decision-making at a subconscious level. In a world saturated with marketing messages, traditional methods are no longer sufficient to capture consumer attention and loyalty. This program moves beyond conventional market research to explore the 'why' behind consumer choices, leveraging insights from behavioral science to create more effective and resonant marketing strategies. Participants will explore foundational concepts popularized by academics like Daniel Kahneman in his seminal work, "Thinking, Fast and Slow," learning to distinguish between the intuitive (System 1) and deliberate (System 2) thinking processes that drive behavior. BIG BEN Training Center has designed this course to be intensely practical, equipping professionals with the knowledge to apply principles of cognitive neuroscience, emotional marketing, and sensory engagement. By decoding the brain's responses to advertising, branding, and pricing, attendees will gain a powerful competitive advantage, enabling them to build campaigns that are not only seen but felt and acted upon, fostering deeper brand connections and driving sustainable growth.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Brand Strategists and Managers.
- Product Development Professionals.
- Advertising and Creative Executives.
- Market Research Analysts.
- UX/UI Designers and Researchers.
- Sales and Business Development Leaders.
- Digital Marketing Specialists.
- Entrepreneurs and Business Owners.
- Public Relations Professionals.

Target Sectors and Industries:

- Retail and E-commerce.
- Fast-Moving Consumer Goods (FMCG).
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Software Development.
- Automotive Industry.
- Media and Entertainment.
- Advertising and Marketing Agencies.
- Telecommunications.
- Government and Public Sector Agencies.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Product Management and Development.
- Research and Development (R&D).
- Customer Experience (CX) and Service.
- User Experience (UX) and User Interface (UI) Design.
- Corporate Strategy and Innovation.
- Digital Strategy and E-commerce.
- Public Relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze consumer behavior using principles of cognitive neuroscience and psychology.
- Identify and leverage key cognitive biases in marketing and sales funnels.
- Apply behavioral economics concepts like nudging and choice architecture to influence decisions.
- Design marketing campaigns that appeal to subconscious and emotional triggers.
- Evaluate the effectiveness of branding and advertising through a neuromarketing lens.
- Understand the fundamentals of neuromarketing research tools like eye-tracking and EEG.
- Develop pricing strategies based on psychological principles of value perception.
- Craft compelling brand stories that resonate on an emotional level with target audiences.
- Implement ethical neuromarketing practices that respect consumer autonomy.
- Integrate behavioral insights into the entire customer journey map for enhanced engagement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and application-focused, ensuring that participants not only learn the theories of neuromarketing but can also apply them effectively in their professional roles. Our approach moves beyond traditional lectures to foster a dynamic learning environment. The course is built upon a foundation of real-world case studies, where participants will deconstruct successful and unsuccessful campaigns from major global brands to understand the practical application of behavioral science principles. Interactive sessions, group discussions, and brainstorming workshops encourage collaborative problem-solving and the exchange of diverse perspectives. Participants will engage in hands-on exercises, such as designing A/B tests based on specific cognitive biases or mapping the sensory touchpoints of a product experience. Expert-led facilitation ensures that complex neuroscientific concepts are made accessible and relevant. Continuous feedback is a core component of the methodology, allowing participants to refine their understanding and strategic thinking throughout the five-day program. This blended learning approach guarantees a rich, engaging, and impactful educational experience.

Course Agenda (Course Units):

Unit One: Foundations of Neuromarketing and Consumer Psychology

- Introduction to Neuromarketing and Behavioral Science.
- The Triune Brain Model: Reptilian, Limbic, and Neocortex.
- Understanding System 1 and System 2 Thinking by Daniel Kahneman.
- The Role of Neurotransmitters in Consumer Desire and Decision-Making.
- Introduction to Core Cognitive Biases and Heuristics.
- The Psychology of Persuasion: Cialdini's Principles.
- Ethical Considerations and Boundaries in Neuromarketing.

Unit Two: Sensory Marketing and Emotional Engagement

- The Science of Sensory Marketing: Sight, Sound, Smell, Taste, and Touch.
- Color Psychology in Branding and Product Design.
- Auditory Branding and the Impact of Sound on Perception.
- The Role of Emotion in Memory, Brand Loyalty, and Decision-Making.
- Facial Coding and a-analysis of Emotional Responses.
- Building Emotional Connections Through Brand Storytelling.
- Applying Emotional Triggers in Advertising Copy and Visuals.

Unit Three: Cognitive Biases in the Customer Journey

- Deep Dive into Anchoring and Framing Effects in Pricing.
- The Power of Social Proof, Scarcity, and Urgency.
- Understanding Loss Aversion and its Impact on Conversions.
- The Peak-End Rule and its Application in Customer Experience Design.
- Choice Architecture and the Paradox of Choice.
- Leveraging the Commitment and Consistency Principle.
- How to Identify and Mitigate Negative Biases in User Experience.

Unit Four: Neuromarketing Research Tools and Techniques

- An Overview of Neuromarketing Research Methodologies.
- Eye-Tracking: Understanding Visual Attention and Gaze Patterns.
- Electroencephalography (EEG) for Measuring Brain Activity.
- Galvanic Skin Response (GSR) and Biometric Analysis.
- Implicit Association Testing (IAT) for Uncovering Subconscious Beliefs.
- Interpreting Neuromarketing Data for Actionable Insights.
- Case Studies: How Research Tools Transformed Campaigns.

Unit Five: Strategic Implementation and Future Trends

- Integrating Neuromarketing into a Cohesive Marketing Strategy.
- Developing a Behavioral Science-Informed A/B Testing Plan.
- Personalization at Scale Using Behavioral Insights.
- The Future of Neuromarketing: AI and Predictive Analytics.
- Building a Neuromarketing-Savvy Culture within an Organization.
- Measuring the ROI of Neuromarketing Initiatives.
- Final Project: Designing a Neuromarketing Campaign Blueprint.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can marketers balance the persuasive power of neuromarketing with the ethical responsibility to respect consumer autonomy and avoid manipulation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond theoretical knowledge to focus intensely on strategic application and ethical implementation. While many programs may introduce the concepts of cognitive biases or sensory marketing, this training course is structured to bridge the gap between academic theory and real-world business challenges. We emphasize a holistic approach, integrating insights from neuroscience, behavioral economics, and consumer psychology into a unified strategic framework. Participants will not just learn what the anchoring bias is; they will design pricing models that strategically utilize it and A/B test its effectiveness. The curriculum is uniquely designed to cover the entire process, from understanding the foundational science and utilizing research tools to crafting comprehensive, data-driven strategies and measuring their return on investment. Furthermore, a significant portion of the course is dedicated to the ethical considerations of these powerful techniques, preparing professionals to lead with integrity. This focus on practical, ethical, and strategic mastery ensures that graduates are equipped not just with knowledge, but with the wisdom to apply it responsibly and effectively to drive meaningful business results.