



# Neuromarketing and Consumer Neuroscience Course: Eye Tracking, EEG and Biometrics



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### Introduction:

Neuromarketing and consumer neuroscience course work on eye tracking, EEG and biometrics runs over 5 days for marketing, consumer insight, brand, packaging and UX staff, ending with a Neuromarketing Study Design for a case campaign. Many organisations buy neuro research on trust, receiving heat maps and engagement scores they cannot question, or rely only on what respondents say about advertising, packs and screens. Nominees already brief or run research, and the course is taught through case study work on gaze, brain-signal and arousal data. CoreConcept Training Center delivers this neuromarketing course.

### Course Objectives:

- Explain how attention, emotional arousal and memory encoding shape responses to advertising, packs and digital screens
- Select eye tracking, EEG, skin conductance, heart rate, facial coding or implicit tests to answer a stated research question
- Design a neuromarketing study with a defensible sample size, stimulus rotation, fieldwork protocol and quality checks
- Interpret gaze metrics, engagement traces and arousal peaks for advertising pre-tests, shelf standout and UX decisions
- Challenge vendor claims for reliability, validity and reverse inference, and triangulate neuro signals with survey and interview evidence
- Produce a Neuromarketing Study Design with consent, biometric privacy and participant protection safeguards

### Target Audience:

- Consumer insight and market research staff who commission or run studies with external research agencies
  - Brand and advertising staff who approve creative routes and must decide which execution goes to air
  - Packaging, shelf and retail marketing staff responsible for pack redesigns and in-store visibility
  - UX, digital product and e-commerce staff accountable for screen layouts, navigation and checkout flows
  - Customer experience staff who measure reactions to service touchpoints, signage and branches
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## **Course Outline:**

### **Day 1: Consumer Neuroscience Foundations, Attention, Emotion and Memory**

- Neuromarketing and Consumer Neuroscience Definitions and Scope Boundaries
- Bottom-Up Visual Saliency Versus Top-Down Goal-Driven Attention
- Arousal and Valence Model of Emotional Response
- Memory Encoding and Brand Association Retrieval Mechanisms
- Current Research Portfolio Audit for Implicit Response Gaps

### **Day 2: Neuro and Biometric Measurement Toolkit**

- Eye Tracking Fixations, Saccades, Scanpaths and Areas of Interest
- EEG Alpha, Beta and Theta Bands as Engagement Indices
- Galvanic Skin Response and Heart Rate Arousal Signals
- Facial Coding of Expressed Emotion in Video Recordings
- Implicit Association Test Reaction Time Latency Scoring Logic

### **Day 3: Neuromarketing Study Design and Core Applications**

- Research Question to Neuro Measure Selection Matrix
- Within-Subject and Between-Subject Designs With Stimulus Rotation
- Sample Size Planning for Gaze and Brain-Signal Studies
- Advertising Pre-Testing With Second-by-Second Engagement Traces
- Packaging and Shelf Standout Tests Using Mobile Eye Tracking

### **Day 4: Digital, Pricing, Validity Risks and Research Ethics**

- Website and App Usability Testing With Screen-Based Gaze Data
- Price Perception and Willingness-to-Pay Implicit Response Measures
- Reliability, Validity and Reverse Inference Pitfalls in Vendor Claims
- Triangulating Neuro Signals With Surveys and Qualitative Interviews
- Biometric Data Privacy, Informed Consent and Participant Protection Protocol

### **Day 5: Case Study Producing a Neuromarketing Study Design**

- Case Campaign Brief and Research Objective Definition
  - Case Measure Mix and Stimulus Plan From Toolkit Options
  - Case Sampling Plan, Fieldwork Protocol and Data Quality Controls
  - Case Analysis Plan Combining Neuro and Survey Metrics
  - Neuromarketing Study Design Completion and Ethics Review Panel
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## **Skills You Will Gain:**

- Neuro Measure Selection
- Gaze Data Interpretation
- Engagement Trace Reading
- Arousal Signal Analysis
- Implicit Response Testing
- Neuro Study Sampling
- Vendor Claim Scrutiny
- Biometric Research Ethics

## **Why Attend This Course:**

- Deliver a Neuromarketing Study Design to the insight lead or brand director for approval before research money is committed
- Decide whether a creative route, pack or screen question needs gaze, brain-signal, arousal or implicit measures, or a survey alone
- Avoid paying for underpowered studies, unsupported engagement scores and biometric data collected without valid consent
- Pass on a measure selection matrix, sample size checklist and consent protocol to research and agency colleagues

## **Conclusion:**

Back at work, the participant gives the insight lead or brand director a Neuromarketing Study Design that sets out the research question, chosen measures, sample, stimulus plan, analysis approach and consent safeguards. The marketing unit uses it to decide whether to commission neuro research for the next campaign, pack change or digital release, and to brief agencies precisely. After the first study, the team should compare the neuro findings with in-market sales, recall or conversion results and revise the design assumptions.

## **Frequently Asked Questions FAQ:**

### **What should participants know before neuromarketing and consumer neuroscience training?**

Participants should already brief, commission or run marketing research and read basic charts and percentages. No neuroscience, laboratory or programming background is needed; the course explains each eye tracking, EEG and biometric measure before participants use its outputs in case work.

## **How does neuromarketing and consumer neuroscience training differ from a consumer behaviour course?**

It concentrates on measuring non-conscious responses with gaze, brain-signal, arousal and implicit tools and on designing valid studies. A consumer behaviour course covers decision theories, motives and social influence, which this course touches only as background for interpreting neuro data.

## **Can neuromarketing and consumer neuroscience measures replace surveys and focus groups?**

No. Neuro measures show where attention goes and when arousal or engagement rises, but not always why. Studies are strongest when gaze, EEG and biometric signals are combined with surveys and interviews that explain the reactions and link them to purchase intent.

## **What does a participant take back from neuromarketing and consumer neuroscience training?**

Each participant takes back a Neuromarketing Study Design for a case campaign, covering the research question, measure mix, sample size, stimulus plan, fieldwork protocol, analysis plan and consent safeguards, plus a measure selection matrix for future research briefs.

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