


Teacher(s)	Pleyers Gordy ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	Basics of marketing
Main themes	<p>Major developments in the field of <b>cognitive (neuro)sciences</b> allow for better understanding of consumers, "black box" and of the multiple factors that influence their perceptions and behaviors. This course outlines these advances, in terms of the knowledge that is being developed and of the innovative techniques that make it possible to analyze consumers, "non-conscious" perceptions.</p> <p>This course also addresses fascinating technological developments related to <b>virtual reality</b>. These technologies create an immersive experience of products, ads, points of sale or other relevant environments (e.g. holiday or leisure locations). They offer huge opportunities for marketing in the very near future. Therefore, virtual reality has recently been proclaimed as the most promising emerging technology for businesses to gain a competitive advantage</p> <p>On the methodological level, this course is mainly based on the <b>experimental approach</b>, largely used in marketing studies dealing with cognitive neurosciences or virtual reality. This approach typically consists of manipulating a marketing concept in a laboratory or in a natural environment while removing the influence of any other factor. This allows the analysis of the causal impact of the manipulated factor (e.g. packaging, design, point of sale, etc.) on various consumers, reactions (e.g. emotions, beliefs, behaviors). This approach is therefore highly valuable for understanding and optimizing the impacts that marketing decisions have on consumers. For this reason, the experimental approach is attracting an increasing interest from companies.</p>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ul style="list-style-type: none"> <li>• Mastering knowledge (2.1, 2.2, 2.4)</li> <li>• Applying a scientific approach (3.1, 3.2, 3.4, 3.5)</li> <li>• Managing teamwork (6.1)</li> <li>• Communicating (8.1)</li> </ul> <p><b>Students will able to :</b></p> <ul style="list-style-type: none"> <li>• Understand how modern marketing can take advantage of recent developments in neurocognitive sciences, as well as the advantages and disadvantages associated with different techniques involved.</li> <li>• Understand how perceptions and behaviors may be shaped by 'non-conscious' influences related to multiple factors.</li> <li>1 • Develop a critical look at influence processes that can be used to the detriment of consumers (ethical issues and consumer protection).</li> <li>• Be familiar with benefits that new immersive technologies (related to augmented and virtual reality) can offer when it comes to analyzing and optimizing consumers' experience and reactions.</li> <li>• Be familiar with the experimental approach (basics, advantages, limitations, etc.) and understand its benefits compared to other research methods.</li> <li>• Judge the interest of using an experimental approach (in laboratory or natural environment) in the context of a specific marketing issue.</li> <li>• Design an appropriate experimental approach to examine consumers' reactions towards a marketing concept.</li> <li>• Convert the results from an experimental study into guidelines for marketing decisions and strategies.</li> </ul>
Evaluation methods	<p>Individual written exam combining multiple-choice questions (using the "standard setting" method: <a href="http://lls.sipr.ucl.ac.be:3838/SSS/">lls.sipr.ucl.ac.be:3838/SSS/</a>) and open questions, and relating to all the concepts covered in the course [70% of the global mark].</p> <p>Group work focusing on a specific issue/article relating to the course (to be chosen/discussed), with a short oral presentation [30% of the global mark].</p>
Teaching methods	Lectures on theoretical/methodological inputs (with practical illustrations), case studies, scientific articles.
Content	<p>* Presentation of basic principles of the experimental approach, which are essential to be able to define and implement a research design that allows for analyzing the influence of specific factors on consumers' reactions.</p> <p>* Comparison between studies in laboratory and studies in natural settings</p>

	<p>* Overview of techniques drawn from the field of neurosciences that allow for analyzing consumers' reactions (basic principles, advantages, disadvantages, etc.).</p> <p>* Presentation of immersive technologies and of their contribution in the context of various marketing issues (e.g. product development, virtual stores, advertising, experiential marketing).</p> <p>* Analysis of experimental studies in such a way to illustrate [1] the basic principles of the approach; [2] potential contributions from neurosciences and immersive technologies; [3] various influencing actors, such as design elements (e.g. shapes, colors, images, visual complexity) or sensory elements (e.g. music, smells, lighting, colors; "sensory marketing").</p>
Bibliography	<ul style="list-style-type: none"> <li>• Slides (Moodle)</li> <li>• Inputs on scientific articles and books will be provided.</li> </ul>
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Management	<a href="#">GESM2M</a>	5		