


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>• <i>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.</i></li> <li>• <i>Understand how perceptions and behaviors may be shaped by 'non-conscious' influences related to multiple factors.</i></li> <li>1 • <i>Develop a critical look at influence processes that can be used to the detriment of consumers (ethical issues and consumer protection).</i></li> <li>• <i>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.</i></li> <li>• <i>Be familiar with the experimental approach (basics, advantages, limitations, etc.) and understand its benefits compared to other research methods.</i></li> <li>• <i>Judge the interest of using an experimental approach (in laboratory or natural environment) in the context of a specific marketing issue.</i></li> <li>• <i>Design an appropriate experimental approach to examine consumers' reactions towards a marketing concept.</i></li> <li>• <i>Convert the results from an experimental study into guidelines for marketing decisions and strategies.</i></li> </ul>
Evaluation methods	<p>1. 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, relating to all the concepts covered in the course [70% of the global score]; it may be replaced by an oral exam in August.</p> <p>2. 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 score].</p> <p>!!! This course requires active participation in all the sessions, which provide many additional elements that are included in the slides. It is quite unlikely that the exam for this course is successfully passed by students who would not be able to attend the sessions (e.g. which may apply, in particular, to incoming students; to whom no favors/exception will be made). !!!</p>
Teaching methods	Lectures on theoretical/methodological inputs (with practical illustrations), case studies, scientific articles.

<p>Content</p>	<p>Section 1 : The experimental approach</p> <ul style="list-style-type: none"> <li>• Basics of the experimental approach (i.e. defining a research design that would make it possible to reliably examine the causal impacts of specific variables on consumers' reactions)</li> <li>• Illustrations of various types of experimental studies (conducted in laboratory, in natural settings, or online)</li> <li>• Immersion in a lab experiment</li> </ul> <p>Section 2 : Immersive technologies</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Marketing applications (e.g. product development, virtual stores, advertising, tourism, experiential marketing); illustrations/evidence from recent studies</li> </ul> <p>Section 3 : 'Neuromarketing'</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Theoretical frameworks relating to the importance of "automatic" processes/influences</li> <li>• Overview of techniques (e.g. neurological or physiological tools) to analyze consumers' reactions (basic principles, advantages, limitations, etc.).</li> <li>• Main applications and illustrations</li> <li>• Problematic aspects</li> </ul>
<p>Bibliography</p>	<ul style="list-style-type: none"> <li>• Slides (Moodle)</li> <li>• Scientific articles</li> </ul>
<p>Faculty or entity in charge</p>	<p>CLSM</p>

<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 (with work-linked-training)	<a href="#">GESA2M</a>	5		