

# Course : Neuromarketing, rethinking strategy and optimizing performance

*Practical course - 2d - 14h - Ref. OMM*

*Price : 1360 € E.T.*

★★★★☆ 3,9 / 5

This course focuses on deciphering consumer behavior and provides an introduction to neuroscience. It will enable you to understand the uses of neuromarketing and rethink your marketing strategy. This will enable you to implement effective actions to transform your customers into consumers.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the psychological mechanisms of marketing
- ✓ Deciphering consumer behavior
- ✓ Identify the contributions and challenges of neuroscience to marketing
- ✓ Turning customers into consumers with neuromarketing
- ✓ Integrating neuroscience into your marketing strategy

## Intended audience

Marketing managers, innovation managers, research managers, group managers, product assistants and managers, sales directors and managers.

## Prerequisites

Marketing knowledge or current practice

## Practical details

### Hands-on work

Case studies, self-diagnosis, exercises on fun tools, Klaxoon test, experience sharing, workshops, personalized reflection.

### Teaching methods

Active pedagogy based on exchanges, evaluation throughout the course and fun learning using Apps, Klaxoon and participants' own business cases.

## PARTICIPANTS

Marketing managers, innovation managers, research managers, group managers, product assistants and managers, sales directors and managers.

## PREREQUISITES

Marketing knowledge or current practice

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## Course schedule

### 1 Deciphering how the brain works

- Brain self-diagnosis.
- Brain structures and organization.
- Cerebral, retinal, emotional and sensory mechanisms.
- The contributions and challenges of neuroscience.
- Multiple intelligences.
- Neurological referrals.

#### Hands-on work

Cerebral self-diagnosis. Case studies on your own brain function.

### 2 Identifying the challenges of neuroscience in marketing

- From neuroscience to neuromarketing: scope and limits.
- Cerebral stimuli.
- Tools for measuring brain activity: fMRI, EEG, eye tracking, etc.
- Memorization and memory augmented reality.
- Consumer habits and "[behavioral memory]".
- Cognitive biases: anchoring, framing, temporal limits, storytelling and anecdotization...
- Synchronizing conscious and unconscious networks.

#### Hands-on work

Workshop: creation of a Mind Map on neuromarketing applicable to your company.

### 3 Transforming customers into consumers with neuroscience

- Customer motivations and profiles.
- The impact of customer profile on product perception.
- Knowledge and "prediction" of consumer behavior.
- Factors triggering the purchase decision.
- Neuromarketing and ethics.

#### Hands-on work

Training "Reflex Mobile": educational game based on the customer journey. Work on participants' business cases.

### 4 Mastering the levers of cerebral influence

- The consumer's ego.
- Contrasts: workplan design.
- Message transmission.
- Word locations.
- The visual.
- Emotions.

#### Hands-on work

Color schemes in advertising. Design and launch of real content or emailing.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 5 Integrating neuromarketing into your strategy

- New product development.
- Hyperpersonalization, or how to segment customers in the age of Big Data.
- Marketing campaigns.
- Advertising targeting and personalization.
- Point-of-sale optimization.

### Hands-on work

Workshop: using mind maps to define a strategy.

## Dates and locations

### REMOTE CLASS

2026 : 26 Mar., 11 June, 10 Sep.

### PARIS LA DÉFENSE

2026 : 26 Mar., 11 June, 10 Sep.