Brainfluence: the Art of Neuromarketing

How Smart Marketers Tap the Subconscious to Build Brands That Stick

Focus on: The Manager ☑ The Specialist ☑ Spotlight Programme ☐ Hands-on Skills ☐

Course Overview

This hands-on, neuroscience-based training course takes marketing professionals beyond theory and into the neural mechanisms that drive consumer behaviour. Through exploration of brain functions, emotional responses, subconscious triggers, and advanced research tools, participants will gain the capability to design more effective campaigns grounded in real human psychology. The course blends scientific insights with practical marketing strategies and ethical guidance, ensuring both impact and responsibility in application.

Course Objectives		This Course is Ideal For:	
1	Understand how neuroscience complements and enhances traditional marketing	✓	Marketing specialists and strategists seeking to innovate through science
2	Apply neuromarketing tools (e.g. EEG, eye-tracking, facial coding) in research	✓	Brand managers and communication professionals
3	Design emotionally engaging campaigns based on neuro-insights	✓	Consumer insights and UX researchers
4	Use consumer neuroscience data to drive strategic decisions	✓	Creative professionals and campaign designers
5	Implement ethical neuromarketing practices with confidence	✓	Business leaders responsible for marketing and product innovation

Course Content

Day	Theme	Coverage
1	Foundations of Neuromarketing	Introduction to neuromarketing and how it bridges traditional marketing with brain science. Explore how the brain's decision-making centres (amygdala, nucleus accumbens, prefrontal cortex) influence consumer behaviour.
2	The Neuroscience Toolkit	Introduction to EEG, fMRI, eye-tracking, facial coding, and implicit testing. Learn when and how to use these tools for consumer insight generation.
3	Emotions, Subconscious & Behaviour	Explore System 1 vs System 2 thinking, emotional triggers, mirror neurons, and subconscious motivators. Create emotionally resonant messages rooted in human psychology.
4	Ethics, Biases & Storytelling	Understand the ethical considerations of neuromarketing. Learn about cognitive biases and how to apply them responsibly. Discover

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		how storytelling and sensory branding affect memory and decision-making.
5	Application, Data Interpretation & Scaling	Learn how to interpret consumer neuroscience data, link insights to ROI, and build a neuromarketing strategy from test to scale. Develop your own neuromarketing implementation plan.

Course Assessment	Certification
Participants will be assessed on:	Upon successful completion of the course, participants will receive a **Certificate of Successful Completion**, along with a **Transcript of Marks** showing the performance by grade in each element of assessment and overall.
Participation in sessions	
Completion of exercises & case studies	
Performance in assessments	

Course Instructor

Following a highly successful career in the Pharmaceutical Industry this speaker has spent over 30 years consulting and training for clients of all sizes from 'Blue Chip' Fortune 500 companies down to start-ups. He holds a BSc and an MBA from UK Universities, and he is a Fellow of the Chartered Institute of Marketing (FCIM).
The speaker has been nominated as one of the World's Top Thinkers, Writers and Influencers in Key and Strategic Account Management. He is the author of several books on the subjects of AI in Marketing, Key Account Management and Customer Experience Management.

