



# NEUROMARKETING

## 101



DEVELOP EXPERTISE IN  
APPLYING NEUROSCIENCE IN  
YOUR MARKETING STRATEGY

# NEUROMARKETING 101

1 HOUR TRAINING SESSION IN WHICH YOU WILL LEARN:



Know the fundamental concepts used in Neuromarketing



Consumer Neuroscience unpacked and explained



How to apply Neuro principles to enhance your marketing strategies



How successful neuromarketing can improve your ROI



Real world Neuromarketing case studies demonstrating how to optimise:  
○ Web UX, Store Layout, Menu Design, Advertising, Brand Equity



Live demonstration of technologies to assess your current marketing comms

# COURSE FACILITATOR

DR. DAVID ROSENSTEIN

Dr David Rosenstein is the lead neuroscientist and a director at Neural Sense, a consumer neuroscience consultancy and research company. David is a psychologist and behavioral scientist and has a PhD in neuroscience, from the department of Psychiatry at Stellenbosch University. He also has 10 years of experience in the field of neuromarketing and is a supervisor of both Masters and PhD students at the University of Cape Town's department of Finance and Marketing.





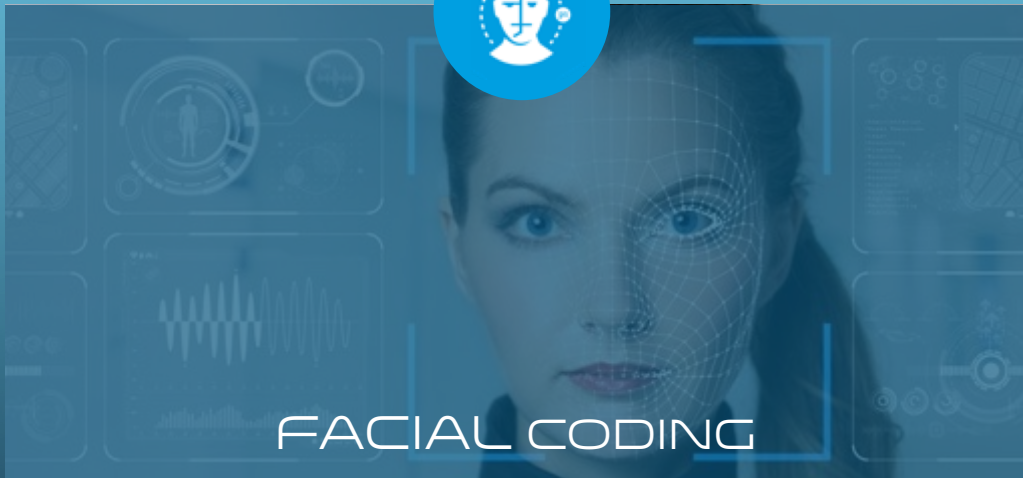
# DEMONSTRATED TECH



GALVANIC SKIN RESPONSE



EYE-TRACKING



FACIAL CODING



ELECTROENCEPHALOGRAPHY

# CONTACT US

## GET IN TOUCH



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