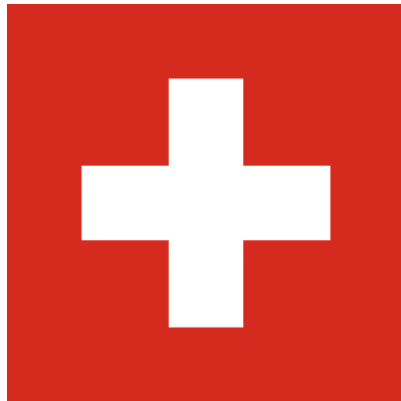


ACADEMY OF LEADERSHIP SCIENCES SWITZERLAND INSTITUTE OF BUSINESS



NEUROMARKETING ALSS-ADVANCED CERTIFICATE

8-Week Course (100% online)

Course fee: CHF 3000

Start: monthly, intake ongoing; Register now: info@alss-edu.ch

INFORMATION AT A GLANCE

Course duration: 8 weeks

ALSS Certificate: Yes

Language: English

Tutorial course fee: CHF 3000



Study options: 100% online, you can still work 100% while you are studying

COURSE DESCRIPTION

This 8-week course provides a comprehensive overview of neuromarketing principles, equipping participants with practical skills to create impactful and ethical marketing strategies.

Get ready for a transformative journey that combines the latest in neuroscience with the art of marketing, shaping you into a well-rounded and informed neuromarketing professional.

WHAT WILL YOU LEARN IN THIS COURSE

- Introduction to Neuromarketing
- Neuropsychology of Decision-Making
- Neuro-Metrics and Data Analytics
- Emotional Branding
- Subconscious Influences in Marketing
- Neuromarketing in Digital-Media
- Ethical Considerations in Neuromarketing
- Final Projects and Integration



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ADMISSION

1. CV with photo
2. A copy of bachelor's degree or the highest degree (Students without a bachelor or other academic degree can be enrolled too, based on their dossier, they must confirm at least two years of working experience).
3. A copy of passport or ID
4. Proof of English fluency: We do not require any formal testing such as the TOEFL but students must be able to read, write and speak English fluently.
5. CHF 100 non-refundable application fee, to Academy of Leadership Sciences Switzerland, Bank details: UBS AG, Bahnhofstrasse 45, 8001 Zürich, Switzerland SWIFT/BIC: UBSWCHZH80A IBAN (International Bank Account Number): CH03 0023 2232 1106 6401 M Account Number: 0232 00110664.01M

CONTACT



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www.alss-edu.ch

[Course starts monthly, intake ongoing](#)

[Register now: info@alss-edu.ch](mailto:info@alss-edu.ch)