

Course	1 Friday	2 Saturday	3 Friday	4 Saturday	5 Friday	6 Saturday	7 Friday	8 Saturday
Course Meeting Date/ Time	04.11.2022 13:30 - 18:30	05.11.2022 09.00 - 16.00	25.11.2022 13:30 - 18:30	26.11.2022 09.00 - 16.00	02.12.2022 13:30 - 18:30	03.12.2022 09.00 - 16.00	09.12.2022 13:30 - 18:30	10.12.2022 09.00 - 16.00
Learning objective	Introduction into the elective.	neuromerchandising The next big thing in marketing?	neuromerchandising space	neuromerchandising people	The future of business is human!	The future of business is human!	neuromerchandising rehearsal	neuromerchandising practice
Learning content	<p>Why do we need neuromerchandising</p> <p>neuromerchandising within marketing</p> <p>Challenges for brand and retail industry - what can we learn from big C.</p> <p>Demands within the „decade of quality“</p> <p>Key success factors: "thru the line marketing"</p> <p>From Point of Sale to Point of Success</p>	<p>What exactly is neuromerchandising</p> <p>Scientific background</p> <p>Insights from neuroscience, evolutionary biology, positive psychology</p> <p>How reality comes into our mind</p> <p>Why do we think, the way we think</p> <p>Why do we feel, the way we feel</p> <p>Why do we behave, the way we behave</p>	<p>How to create spaces, where people feel comfortable?</p> <p>The secrets of multi sensorial concepts</p> <p>The impact of our senses</p> <p>How do we perceive reality</p>	<p>Business is always the interaction of people</p> <p>Body language</p> <p>Facial expression, work of Paul Ekman</p> <p>Gender differences</p> <p>Explore the relevancy for business</p>	<p>New demands within the „decade of humanity“</p> <p>Better understanding about human beings in order to unlock the full potential</p> <p>Purpose and values are the backbone of business</p> <p>The quality of our relationships defines the level of success</p>	<p>Basic insights about</p> <p>Leadership</p> <p>Communication</p> <p>Inspiration</p> <p>How to become a great (self)leader</p> <p>How to become an expert in comm.</p> <p>How to find your true calling in life</p>	<p>What did we learn?</p> <p>How can we apply the insights?</p> <p>Practical examples</p> <p>Q&A</p> <p>Sum up</p>	<p>Groupwork presentations</p> <p>Feedback, all</p> <p>Q&A</p> <p>Discussion</p> <p>Famous last words</p>
Learning style	Teaching, discussion, interaction	Teaching, discussion, interaction	Teaching, discussion, interaction	Teaching, discussion, interaction	Teaching, discussion, interaction.	Teaching, discussion, interaction.	Teaching, discussion, interaction.	Teaching discussion, interaction.

neuromerchandising®

Combines the insights from neuroscience, evolutionary biology and positive psychology with more than three decades experience in marketing and sales.

Understand the current situation and challenges in business for brands and retailers. Learn how reality enters our mind and how to do business „with all the senses“.

Explore scientific insights from neuroscience, evolutionary biology and positive psychology and their relevancy for marketing and sales.

Discover your best self and learn the basic success factors in business: leadership, communication and inspiration.

Understand why the „decade of humanity“ has new demands on leadership, teams and corporate success.