

Valencia Managerial Marketing Seminar

We are pleased to announce the **6th Managerial Marketing Seminar, MaMaS**, of the Faculty of Economics of the University of Valencia on:



Applied Consumer Neuroscience in Marketing Series II: EEG

Under the umbrella of the [Rhumbo European Project](#) -ITN on subconscious brain processes through the use of mixed reality technologies (MRT) and advanced biometric signals processing, this collection of seminars on **Applied Consumer Neuroscience in Marketing** aims to introduce applied research in consumer neuroscience through **EEG** studies.

The seminar is addressed to **I**nternational **M**aster in **B**usiness **A**dministration-marketing specialization ([iMBA](#)), Ph.D. students in marketing, academics, and managers.

Seminar **II** will be held on **April 29** at *the Faculty of Economics*, University of Valencia.

Program:

15:30: Welcoming, Enrique Bigné, **Digital Marketing** Research Unit, Universitat de Valencia.

15:35-16:30: Application of EEG and ERPs to the analysis of consumer. Jesus García de Madariaga, Department of Marketing and Market Research, Universidad Complutense de Madrid.

16:30-17:30 Persuasion and narrative cognition: an EEG approach. Luis Emilio Bruni and Hossein Dini. Aalborg Universitet, Copenhagen.

18:00: Wrap-up, Enrique Bigné, **Digital Marketing** Research Unit, Universitat de Valencia.

Room: Sanchez Ayuso. 1st Floor, Faculty of Economics. Guest speakers might be online.

Registration is required: Fill in your form by clicking [here](#). Free for students and academics. Managers by invitation.

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