



# 消费者神经科学与神经营销学导论

創建者 哥本哈根商学院



Thomas Zoëga Ramsøy



Welcome to An Introduction to Consumer Neuroscience & Neuromarketing ! You're joining thousands of learners currently enrolled in the course. I'm excited to have you in the class and look forward to your contributions to the learning community.

To begin, I recommend taking a few minutes to explore the course site. Review the material we'll cover each week, and preview the assignments you'll need to complete to pass the course. Click **Discussions** to see forums where you can discuss the course material with fellow students taking the class.

If you have questions about course content, please post them in the forums to get help from others in the course community. For technical problems with the Coursera platform, visit the Learner Help Center.

Good luck as you get started, and I hope you enjoy the course!

^ 更少



## 恭喜！

您已成功完成 **An Introduction to Consumer Neuroscience & Neuromarketing**  
購買課程












第 1 週



第 2 週



  第 3 週	 
 第 4 週	
 第 5 週	
第 6 週	估計時間: 4h 51m 











是的，我想從 哥本哈根商学院 接收有關其他計劃的電子郵件。

是的





您通過了本課程！您的成績是 84.00%。

項目	狀態	截止時間	權重	成績
 <b>What is Neuromarketing all About?</b> 測驗	 鎖定	Aug 13	20%	<b>80%</b>
 <b>Attention &amp; Consciousness</b> 測驗	 鎖定	Aug 20	20%	<b>100%</b>
 <b>Sensory Neuromarketing</b> 測驗	 鎖定	Aug 27	20%	<b>80%</b>
 <b>Emotions &amp; Feelings, Wanting &amp; Liking</b> 測驗	 鎖定	Sep 3	20%	<b>80%</b>
 <b>Learning &amp; Memory</b> 測驗	 鎖定	Sep 10	20%	<b>80%</b>