



THE UNIVERSITY OF ARIZONA

Eller College
of Management

NEUROSCIENCE OF JUDGMENT & DECISION MAKING (MKTG 696)

MKTG/MGMT/PSY/COGS/ECON 696

Brief Course Description

Understanding the neuroscientific understanding of judgment and decision making

Expected learning

Upon successful course completion, you will be able to:

Learn about classic and contemporary issues in the neuroscience of judgment and decision making

Understand what the field of consumer neuroscience is about

Design effective behavioral experiments in E-Prime for use in a neuroimaging study

Engage at a mini-practicum at the Siemens 3 Tesla fMRI brain scanner

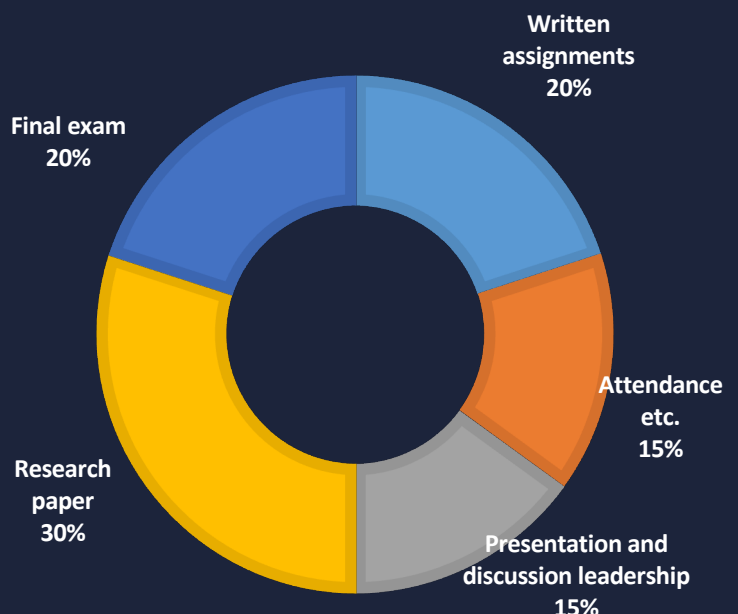
Learn how to interpret fMRI data and conduct reverse-inference meta-analyses

Apply these 5 skills in an own papers of yours

Course objectives:

The objective of this seminar is to expose and familiarize doctoral students in marketing and consumer research as well as in neuroscience, psychology, and economics with both classical and contemporary issues in the neurosciences of judgement and decision making. The seminar is intended to provide a working knowledge of both theoretical, substantive, and methodological issues and will specifically focus on psychological, physiological, and behavioral aspects of the neurosciences of judgment of decision making.

- Written assignments
- Attendance etc.
- Presentation and discussion leadership
- Research paper
- Final exam



Martin Reimann, PhD