



COURSE:

MKTG/PSY/COGS/ECON696

The Neurosciences of Judgment and Decision Making

INSTRUCTOR:

Martin Reimann, Ph.D.



LEARNING OBJECTIVES AND OUTCOMES:

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. The seminar focuses on both structural and functional neuroimaging and is based on the magnetic resonance imaging (MRI) methodology. Students will learn to identify specific research questions—from the psychological consumer behavior literature—and formulate neuroanatomical hypotheses to examine these questions. Students will also learn how to design behavioral decision-making tasks (using the E-Prime presentation software), aimed to assess consumer behavior and to measure neurophysiological changes in the human brain. A mini-practicum at the MRI scanner will be offered. Finally, limitations of magnetic resonance imaging and ways to circumnavigate those limitations will be introduced as well.