



**ACTIVITY REPORT**

<b>Name of the activity</b>	Neuro-Marketing and Consumer Science	<b>Date</b>	5 <sup>th</sup> Oct-2 <sup>nd</sup> Nov, 2023
<b>Name of the Moderator</b>	Dr. Payal Bassi	<b>Time</b>	1.30 – 3.30 p.m.
<b>Name of the Resource Person</b>	Dr. Payal Bassi	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Value Added Course	<b>Program &amp; Batch</b>	BBA – P 2022 - 2025
<b>Number of students participated</b>	61	<b>Academic Session</b>	2022 - 2023

**About the Activity**

Neuro Marketing is the latest trend in marketing and in order to stay ahead of the competition and create a strategically different image of their brands it is very important for the companies to understand the mind of their customers. The students were involved in several practical activities in order to strengthen insights in fundamental and practical knowledge of the course. For the current activity students were assigned varied companies practicing neuro marketing strategies and give a detailed presentation on the marketing strategies, positioning, packaging and sales patterns and further recommend future strategies that could be adopted by the firms.

- Students learnt and explored the ways top notch companies are straight way creating the demand of their products by triggering the target market in a positive manner.
- It enabled students to learn the different strategies companies are adopting in the context of neuro marketing & consumer science. It further enabled students to sharpen their business acumen and the way their favourite brands are influencing the mind of their customers and are positioning themselves in the market.

**Aligned Activity Outcomes with Objectives**

<b>Activity Objectives</b>	<b>Activity Outcomes</b>
1. Critical evaluation of Campaigns	Enhanced understanding of fundamental concepts with practical insights.
2. Brainstorming Neuromarketing Ideas	Understand the impact of innovative neuro marketing practices on the mind of consumers.
3. Group Collaboration and Hands-On Activities	Application of their theoretical knowledge in practical scenario and improve their team work.
4. To conclude the activity with a reflection session about their learnings	To encourage reflective thinking and gain knowledge and delve deep into the interdisciplinary domain of consumer behaviour and neuro science.

**GLIMPSES OF THE ACTIVITY**



*BBA students while presenting the strategies adopting by companies using Neuro marketing practices*