

2-day Training Outline for The Master of Retail Psychology and Shopper Neuroscience:

Day 1: Foundations of Retail Psychology & Consumer Behavior

Session 1: Introduction to Retail Psychology

- Understanding consumer psychology in retail
- The role of emotions in shopping behavior
- Conscious vs. subconscious decision-making

Session 2: The Science of Shopper Behavior

- How shoppers think, feel, and act in stores
- The psychology behind impulse buying
- Behavioral economics principles in retail

Session 3: Retail Environment & Sensory Marketing

- Store layout and shopper movement patterns
- The impact of lighting, scent, and music on purchasing
- Creating a sensory-rich shopping experience

Session 4: Consumer Decision-Making & Cognitive Biases

- The psychology behind pricing strategies
- Anchoring, scarcity, and loss aversion effects
- How brand perception influences purchasing choices

Session 5: Digital Shopping Psychology

- How online shoppers behave differently from in-store shoppers
- The role of colors, images, and UX in digital stores
- Leveraging AI and recommendation engines for personalization

Hands-on Exercise & Case Study

- Analyzing real-life shopper behavior in different retail formats
- Group discussion on retail strategy improvements

Day 2: Neuroscience & Advanced Shopper Engagement

Session 6: Introduction to Shopper Neuroscience

- How the brain processes brands, products, and prices
- The neuroscience of trust and brand loyalty
- Neuromarketing tools and techniques

Session 7: Emotional Triggers in Shopping

- The role of emotions in purchasing decisions
- Using storytelling and brand positioning for emotional engagement
- The psychology of discounts, deals, and promotions

Session 8: Personalization & Behavioral Targeting

- How data and AI influence shopper behavior
- Personalized marketing techniques for in-store and online shopping
- Ethical concerns in consumer data usage

Session 9: Neuromarketing & Advertising Psychology

- Understanding how advertisements influence buying decisions
- The power of subconscious triggers in retail marketing
- Case studies of successful neuromarketing campaigns

Session 10: Practical Applications & Future Trends

- How retailers can apply neuroscience to optimize sales
- Emerging trends: AI, VR, and immersive shopping experiences
- The future of retail and evolving consumer behaviors

Final Exercise & Discussion

- Participants develop a neuroscience-based retail strategy
- Presentation of key takeaways and action plans