Behavioural Economics and Psychology in Marketing Training Course

Professional Development Training Course Outline

Category	Economics Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Our **Behavioral Economics and Psychology in Marketing** training course delves into the fascinating world of **consumer behavior**, bridging the gap between traditional marketing and modern, science-backed strategies. Behavioural Economics and Psychology in Marketing Training Course is designed to equip marketing professionals with the knowledge and **practical skills** to understand the irrational, emotional, and often subconscious factors that drive purchasing decisions. By exploring core psychological principles and cognitive biases, participants will learn how to **craft highly persuasive campaigns** that resonate on a deeper level, leading to increased conversions, customer loyalty, and sustainable business growth. We will move beyond the superficial "what" of marketing to uncover the profound "why" behind every consumer action.

This course is an immersive journey into the **human mind**, offering a **competitive edge** in a crowded marketplace. You will learn to apply powerful concepts like **neuromarketing**, **nudging**, and **social proof** to your campaigns, optimizing everything from ad copy to user experience. Through a blend of theoretical frameworks and **real-world case studies**, you will transform your approach, moving from simply selling products to **influencing behavior** and **shaping consumer perception**. By mastering these insights, you'll be able to create a unique value proposition that is not just heard, but felt by your target audience, ultimately building a more robust and responsive brand.

Programme Curriculum

Behavioural Economics and Psychology in Marketing Training Course

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5 days

Course Objectives

This course aims to empower participants with the ability to:

1. Decode consumer behavior by understanding the subconscious drivers of purchasing decisions.
2. Identify and leverage key cognitive biases and heuristics to create effective marketing messages.
3. Apply framing effects and choice architecture to guide customer decisions ethically.
4. Master the art of social proof and scarcity marketing to drive urgency and conversions.
5. Utilize neuromarketing principles to create emotionally resonant brand experiences.
6. Design persuasive value propositions and pricing strategies using behavioral insights.
7. Develop customer journey maps that account for psychological triggers at every touchpoint.
8. Create effective digital marketing campaigns optimized for human behavior.
9. Implement A/B testing and data-driven marketing to validate behavioral hypotheses.
10. Understand the ethical implications and best practices of behavioral science in marketing.
11. Enhance customer loyalty and brand advocacy through psychological principles.
12. Predict and influence consumer actions more effectively than competitors.
13. Build a competitive advantage by integrating behavioral economics into marketing strategy.

Organizational Benefits

- Higher conversion rates and more effective campaigns lead to a better return on investment.
- A deeper understanding of customer psychology helps build stronger, long-term relationships.
- Organizations can differentiate themselves by moving beyond traditional marketing to a more sophisticated, science-based approach.
- Data-driven insights from behavioral analysis lead to more informed and strategic marketing decisions.
- Teams learn to focus on the most impactful levers, reducing wasted time and budget on ineffective tactics.

Target Audience

- Marketing Managers and Directors.
- Brand Managers.

- Digital Marketers and SEO Specialists
- Product Managers.
- Sales Professionals.
- Entrepreneurs and Business Owners.
- Customer Experience (CX) Specialists.
- Market Researchers and Analysts

Course Modules

Module 1: The Foundations of Behavioral Science in Marketing

- Understanding the rational vs. irrational consumer.
- Introduction to key concepts: **System 1 (fast thinking)** vs. **System 2 (slow thinking)**.
- Exploring the brain's "shortcuts" (**heuristics**) and common errors (**cognitive biases**).
- The ethical considerations of using behavioral insights.
- **Case Study:** The use of **anchoring** in pricing strategies by Apple.

Module 2: Nudge Theory & Choice Architecture

- How to design environments to subtly influence consumer decisions.
- Applying the power of **defaults** to increase conversions and adoption.
- The principles of **choice architecture** and structuring options for optimal outcomes.
- Leveraging **loss aversion** to create compelling offers.
- **Case Study:** The UK government's use of **nudging** to increase tax compliance.

Module 3: Social & Emotional Drivers of Behavior

- Harnessing the power of **social proof** to build trust and credibility.
- Creating a sense of **scarcity** and urgency to drive immediate action.
- Understanding the **endowment effect**: making customers feel ownership.
- Tapping into **emotional marketing** to create deep brand connections.
- **Case Study:** Airbnb's use of **social proof** with user reviews and host ratings.

Module 4: The Psychology of Perception & Pricing

- How **framing effects** can change the perceived value of a product.
- The art of **decoy pricing** and how it influences choice.
- Using **mental accounting** to shape how consumers spend money.
- Applying **priming** and association to influence brand perception.
- **Case Study:** The Economist's subscription offer with the **decoy effect**.

Module 5: Neuromarketing & The Subconscious Mind

- An introduction to the brain science behind consumer decisions.
- How to use visual cues and storytelling to activate the brain's reward centers.
- The role of **sensory branding** in creating memorable experiences.
- Understanding the **availability heuristic** and making your brand top-of-mind.
- **Case Study:** The use of specific colors and sounds in McDonald's branding to trigger subconscious responses.

Module 6: Behavioral Insights in Digital Marketing

- Optimizing website design and UX using behavioral principles.
- Crafting compelling email and social media campaigns with psychological triggers.
- The power of **gamification** and behavioral loops in customer engagement.
- Implementing **A/B testing** to scientifically validate your behavioral hypotheses.
- **Case Study:** Amazon's use of **urgency messaging** and personalized recommendations.

Module 7: Behavioral Change & Customer Loyalty

- Applying the Fogg Behavioral Model to drive habit formation.
- Using psychological triggers to reduce churn and increase customer retention.
- Building brand loyalty through community and **reciprocity**.
- Encouraging positive post-purchase behavior and advocacy.
- **Case Study:** Duolingo's use of **gamification** to keep users engaged and learning.

Module 8: Putting It All Together: From Theory to Strategy

- A practical workshop on building a behavioral marketing plan.
- Tools and frameworks for analyzing and applying behavioral insights.
- Developing an **ethical framework** for behavioral influence.
- Peer-to-peer discussions and feedback on marketing challenges.
- **Case Study:** A comprehensive review of a successful behavioral marketing campaign from a major brand like Netflix.

Training Methodology

Our training methodology is highly **interactive** and **results-oriented**, designed to ensure participants not only understand the concepts but can also apply them immediately. It includes:

- Interactive Lectures.
- Real-World Case Studies.
- Group Workshops & Exercises.
- Peer-to-Peer Learning.
- Action Planning.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com