

## GUEST LECTURE

# Mind Matters:

## Exploring Neuromarketing for Business Excellence



**Wednesday, 27 March 2024**

**15:30 - 16:20 | MPR room (L. Sofou building)**

### Guest Speaker

**Dr. Elina Ketikidi**

Lecturer, Business Administration & Economics Dept.,  
CITY College, University of York Europe Campus  
Leading the Applied Neuroscience Lab at CITY College



In the context of the **Managing service quality** module.

Module leader: **Dr. Ana Cruz**

Mandatory for final year marketing track students.

Open to other students interested in the topic.

The session will include a tour and neuromarketing demonstration.