



SYMBIOSIS SCHOOL OF PLANNING ARCHITECTURE & DESIGN, NAGPUR

Symbiosis International (Deemed University)

Webinar

Introduction to Neuromarketing and Widening your Perspective: Creative Writing/ Thinking

4th September
2021

SSPAD held an online webinar with Ms. Shalaka Kulkarni on Neuromarketing in which B.Des and B.Arch students learned about using brain and mind science for marketing strategies. The webinar stressed upon how brands are popularly identified with and how neuroscience can be used to map consumer behaviours in order to make an item saleable in the market. This is important for students of SSPAD from the contemporary industry exposure point of view. The session ended with a short creative writing workshop wherein students tried to compose couplets along with the host. The session was chaired by officiating director Dr. Nandini Kulkarni, HOD Dr. Purva mange and was hosted by Ar. Nivedita Fadnis.

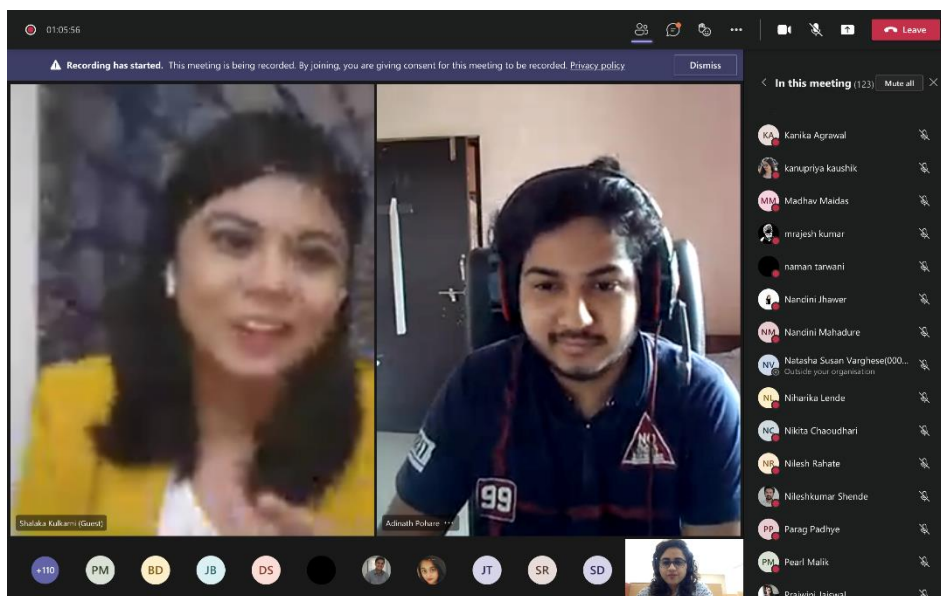
Dr. Nandini Kulkarni
(Deputy Director)



Dy. Director
Symbiosis School of Planning,
Architecture & Design
(SSPAD) Nagpur-08



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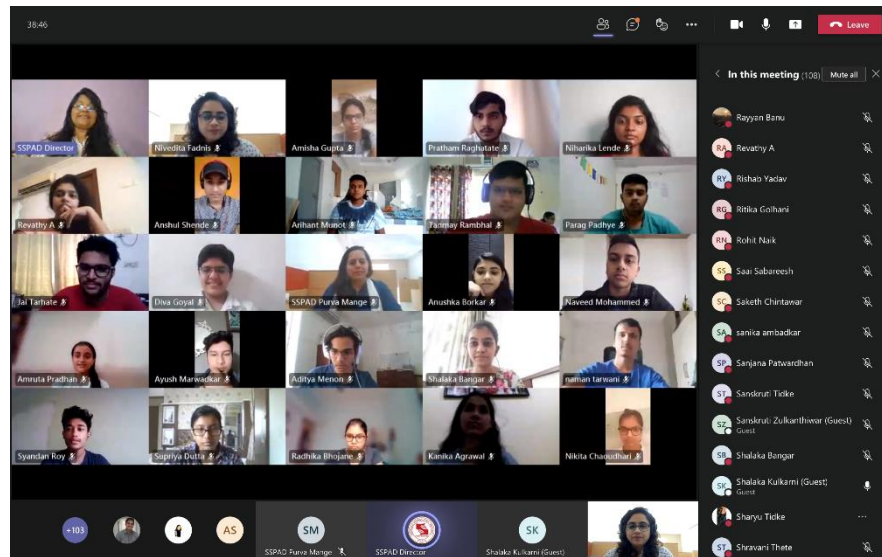
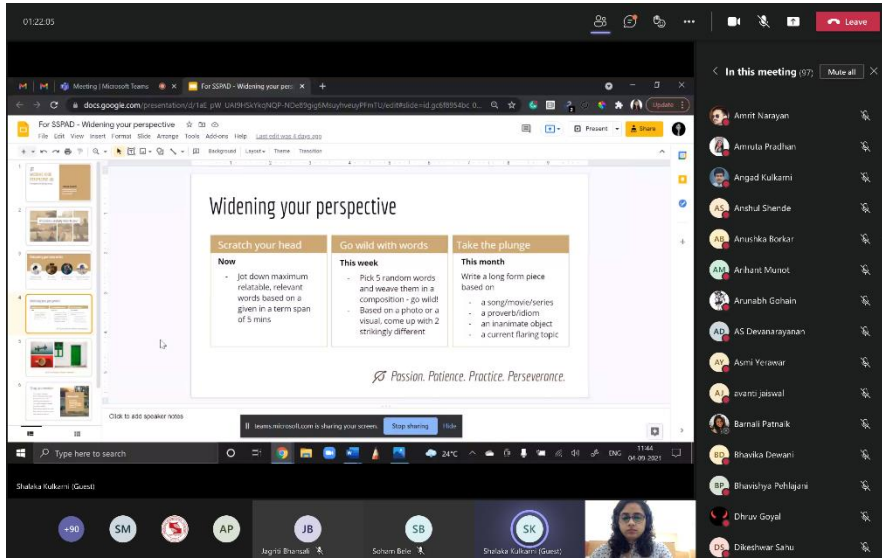
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