

## Introducing fMRI

- ✓ Explore the concept of fMRI and introduce the Texas Tech Neuroimaging Institute (TTNI).
  - ✓ Understand the importance of applying fMRI for fashion retail marketers by reading the relevant article.
1. Explain what fMRI is.
    - The fMRI is defined as a technique for measuring and mapping brain activity. In particular, observes neural activity increased in a particular area of the brain that can predict consumer behavior, such as buying behavior and sales.
  2. Watch the introduction video about the Texas Tech Neuroimaging Institute (TTNI).
  3. Read the Harvard Business Review article #1.1 "Marketers Should Pay Attention to fMRI."
    - Discussion #1.1
      - Suppose you were given the opportunity to participate in the fMRI experiment with financial rewards - Would you be willing to participate? Why or Why not?
      - According to the article, you might understand there is a gap into use fMRI machines due to high costs. What are other challenges of conducting the fMRI study?
    - Discussion #1.2
      - The fMRI is considered the best neuromarketing technique for predicting consumer behavior, such as buying behavior and sales. Imagine being a researcher for marketers in the fashion retail industry. What do you want to know about consumers through fMRI experiment for the marketers?

**Competencies:** Critical decision-making, creative problem solving