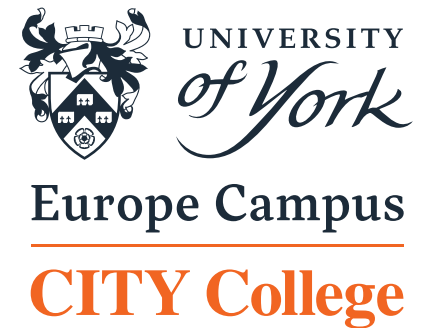


BAED

Business
Administration
and Economics
Department



Open Seminar Out of Sight, out of Mind

USING EYE TRACKING
IN MARKETING
TO INCREASE ATTENTION



THURSDAY, 4 MAY 2023
16:00-17:00 AUDITORIUM

SPEAKERS



Mr. Matteo Venerucci

Cognitive Psychology, Research Scientist at Tobili Pro
a leading eye tracking company in Stockholm



Dr. Nikolaos Dimitriadis

Professor of Practice Programme Lead, MSc in Neuromarketing
CITY College, University of York Europe Campus

Addressed to MANENG3a, MARENG3a, BUSGR2a
Open to MA in MARKETING and MA in DIGITAL MARKETING



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