

Neuromarketing seminar at UPS

Cuenca, 23 January 2015



Juan Humberto Orrego

Juan Humberto Orrego led the seminar on Neuromarketing organized by the business administration major at UPS. Juan Humberto Orrego studied at Schiller International University in London, and at Harvard.

Students, professors, alumni and overall public attended the 40 hour seminar. The attendees were able to ask questions and give their own opinions during the seminar. Professor Juan Humberto Orrego said that the topics were all up to date and that attendees will now be able to apply them effectively.

Antonio Pérez, who was in charge in organizing the seminar, said the aim was to upgrade people's knowledge in Neuromarketing, which is a very current topic.