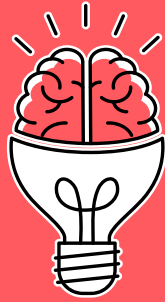


# Behavioural Marketing Foundations

*Course Syllabus*





A self-paced online course  
for marketers who want to  
understand why people buy.

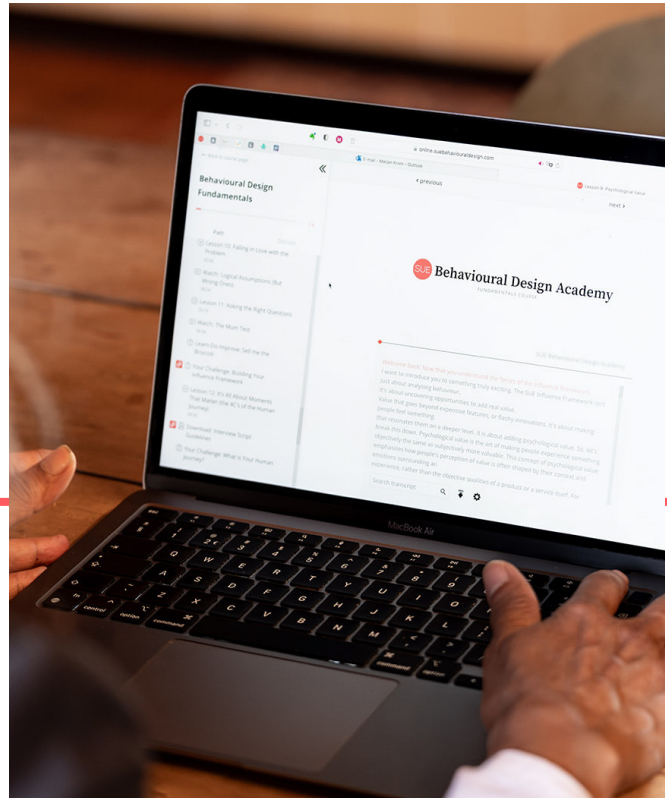
14 video lessons • 7 modules • Practical Toolkit  
AI Prompt Guides • Certificate

[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)

## THE CHALLENGE

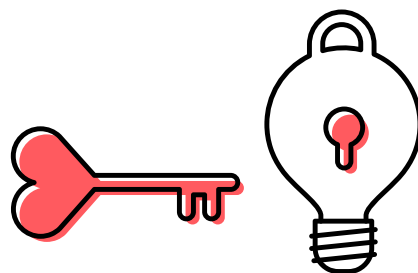
# Why this course exists

High engagement. Low conversion.  
The campaign got thousands of likes  
and zero sales. The newsletter got  
opened and ignored.



You're not marketing to the wrong people. You're marketing to the wrong brain.  
Purchasing decisions are made by the automatic brain, not the rational one,  
and most marketing courses don't touch that distinction. This course does.

**Everything here is the toolkit I wish I'd had as a marketer.  
It's now the toolkit 10,000+ professionals in 45+ countries use.**



WHO IS THIS FOR

# Designed for experienced professionals

## This course is for you if:

You run marketing and your best-performing content still doesn't convert.

You do growth or CRO and you're tired of A/B testing headline variants.

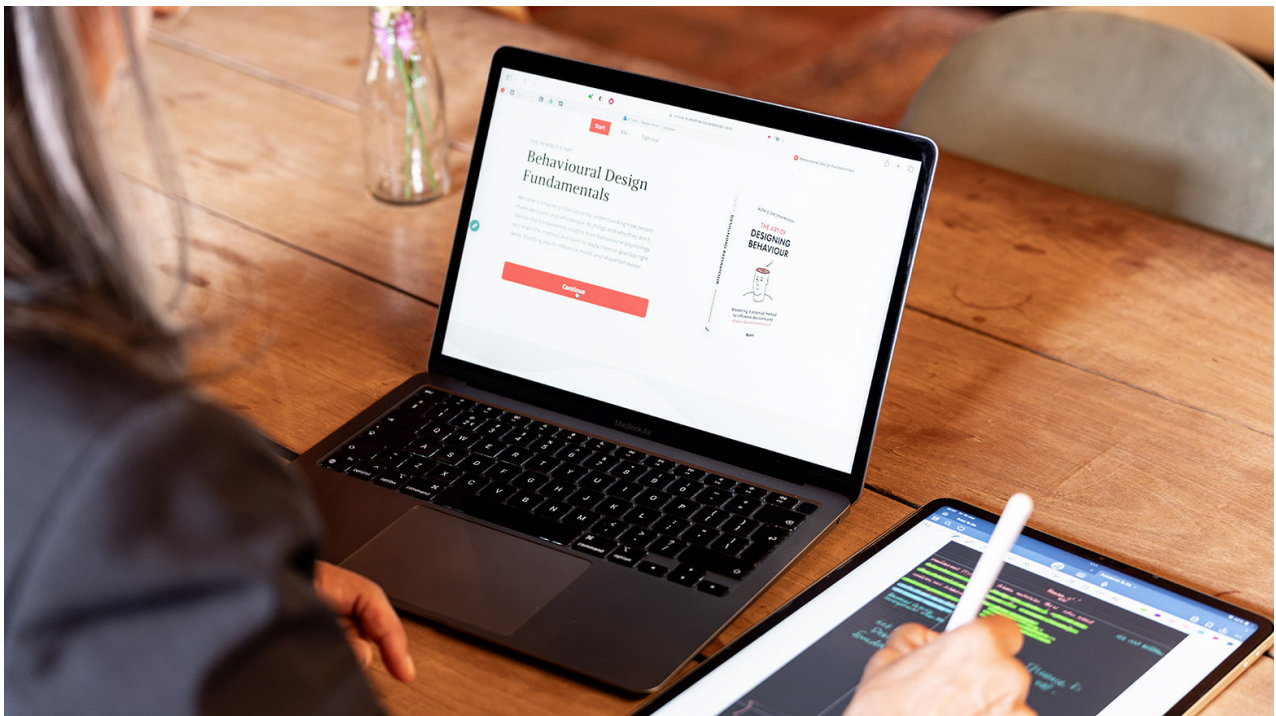
You're a brand strategist who wants real psychology behind your positioning.

You write copy and you want a method that goes deeper than 'use power words'.

You're starting out and want a foundation built on science, not agency folklore.



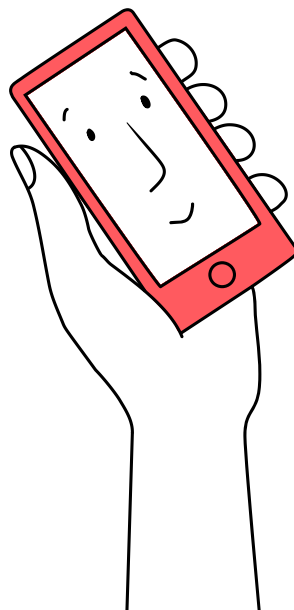
**No prior knowledge needed.**



## WHAT YOU WILL GAIN

# By the end of the course, you'll

- 1 See why high engagement doesn't mean high conversion.
- 2 Write copy and CTAs that speak to the decision-making brain.
- 3 Find your real competitors (they're probably not who you think).
- 4 Make your price feel like a bargain without discounting.
- 5 Remove the invisible barriers killing your conversions.
- 6 Find the moments that actually matter in the customer journey.



## CURRICULUM

# How the course is built

Seven modules. Fourteen video lessons. You'll move from the psychology of decision-making, to the two basic principles of influence, to the practical application on landing pages, emails, and CTAs and finish with a real behavioural marketing pilot.

### Module 1: 2 lessons

## Why your best campaigns don't convert

#### Lesson 1:

Why high engagement doesn't mean high conversion.  
The intention-action gap.

#### Lesson 2:

Stop marketing to the wrong brain.  
System 1 vs System 2. Inside-out vs outside-in thinking.



By the end of this module, you can name the gap between a good campaign and a converting one.

### Module 2: 2 lessons

## Two basic principles of influence

#### Lesson 3:

How to make the same offer feel irresistible. Influence as choice design.  
Framing determines meaning.

#### Lesson 4:

How to write copy people actually read.  
System 1 thinks in pictures.  
Concrete, visual, specific language.



After these two lessons, you have the two foundations every campaign should be built on.

**Module 3:**  
**2 lessons**

**Why people buy**

**Lesson 5:**

How to find your real competitors.  
Jobs-to-be-Done: people hire products for progress, not features.

**Lesson 6:**

How to uncover what customers really want.  
Customer discovery through five discovery questions. Listening for emotional language.



At this point, you know what your product is actually being hired to do.

**Module 4:**  
**2 lessons**

**The forces that drive behaviour**

**Lesson 7:**

How to diagnose why people don't buy.  
The SUE Influence Framework:  
Pains, Gains, Anxieties, Comforts.

**Lesson 8:**

How to remove the barriers blocking your conversions. Design for all four forces.  
The Too Good To Go case study.



You can now diagnose any drop-off in your funnel through a behavioural lens.

**Module 5:**  
**3 lessons**

**The psychology of money**

**Lesson 9:**

How to make payment feel painless. The Pain of Payment. Decoupling and mental accounts.

**Lesson 10:**

How to make your price feel like a bargain.  
Value perception: Range, Frequency, Recency.

**Lesson 11:**

How to write value propositions that convert.  
The formula: Job/Pain, Remove barriers, Create context, Kill the last objection.



From here, pricing and value propositions stop being guesswork.

**Module 6:**  
**1 lesson**

## Practical application

### Lesson 12:

How to apply behavioural design to landing pages, emails and CTAs.  
The 10-second test. Subject line formulas. CTA design. A five-question checklist.



A short, sharp module. By the end, you can apply the method to the pages you ship next week.

**Module 7:**  
**2 lessons**

## Finding moments that matter

### Lesson 13:

How to find the perfect moment to reach your customer. Human Journey vs Customer Journey. Moments That Matter.



You finish the course with a real behavioural pilot ready to run, and personal feedback on it.

### Lesson 14:

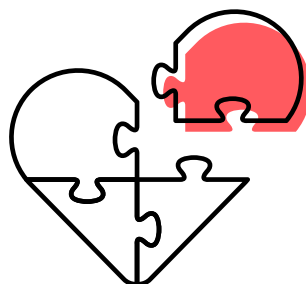
Your first behavioural marketing pilot. Final assignment with personal instructor feedback. Ethical framework.



## WHAT'S INCLUDED

# Everything you get when you enrol

<b>14 video lessons</b>	Across 7 modules, designed for busy professionals
<b>Learn-Do-Improve exercises</b>	Applied to your own real-world challenge
<b>Downloadable tools</b>	Cheat cards, templates, exclusive card deck
<b>10+ AI Prompt Guides</b>	So you apply every concept with AI the same week
<b>EQAC-accredited certificate</b>	Shareable on LinkedIn after completion
<b>SUE professional community</b>	Connect with peers across industries
<b>Personal 1-on-1 feedback</b>	On your assignments
<b>SUE Guru GPT</b>	Lifetime access to your AI behavioural design mentor



## YOUR INSTRUCTOR

# Astrid Groenewegen

Co-founder, SUE Amsterdam  
Author, The Art of Designing Behaviour



Astrid isn't a lab researcher. She's spent 15 years working with teams that actually have to change. Everything in this course, she's used with clients first.

**10,000+ trained** • **#1 bestselling author** • **45+ countries**



## PRACTICAL DETAILS

FORMAT	SELF-PACED ONLINE COURSE
START	Anytime. Immediate access after enrolment.
ACCESS	Lifetime, 24/7. Learn at your own pace.
DURATION	14 lessons, approximately 6 hours of video
LANGUAGE	English. Subtitles: EN, NL, SV, DE, FI, Feedback: EN, NL
CERTIFICATE	EQAC accredited. Shareable on LinkedIn.
PRICE	€690 one-time payment (excl. VAT)
SUPPORT	Personal feedback + SUE Guru GPT + email

## WHY SUE

# What makes this course different

Most marketing courses teach what works on the page. Useful. But if you don't understand why it works, you'll keep relying on patterns that only work until they don't. This course teaches the why.

- 14 lessons covering the complete behaviour change science for marketing.
- The SUE | Influence Framework, our proprietary diagnostic tool.
- Jobs-to-be-Done applied specifically to marketing and positioning.
- Every module comes with AI Prompt Guides, so you apply what you learn the same week.
- Personal feedback + EQAC-accredited certificate.  
Rated 9.7/10 on Springest and 4.8/5 on Google.

## Organisations we've trained include:





# Ready?

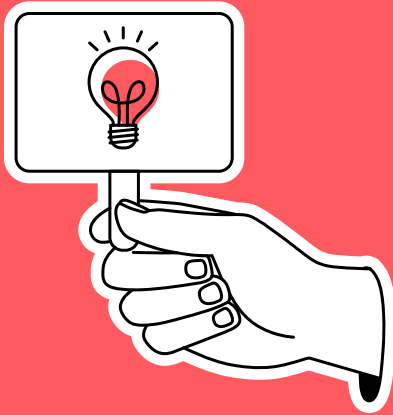
More information and sign-up at:  
**[www.suebehaviouraldesign.com](http://www.suebehaviouraldesign.com)**

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€690 • lifetime access • start today

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Questions?  
**[academy@sueamsterdam.com](mailto:academy@sueamsterdam.com)**



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