

Module code: MOD003480	Version: 1 Date Amended: 02/Mar/2012
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1. Module Title
Consumer Behaviour

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
6	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>We are all consumers. We buy groceries, computers, and cars. We purchase services ranging from bank accounts to college educations. However, we also know that consumers are different from one another. We buy different clothes, drive different cars, and eat different foods. Moreover, even the same consumer can make different decisions depending on the situation. So how are we to construct coherent marketing strategies? In this module we will try to learn how and why consumers behave the way that they do. We will explore our intuitions about our own behaviour. We will learn about theories developed in marketing, psychology and other behavioural sciences. And we will learn how to use these theories to predict how consumers will respond to different marketing activities. The goals of this class are to:</p> <ul style="list-style-type: none"> • Acquire a framework for analysing consumer behaviour problems • Learn how consumer behaviour can be affected by different marketing strategies • Show how behavioural evidence can be used to evaluate alternative marketing strategies • Develop a deeper understanding of consumer behaviour by learning about relevant psychological and sociological theories • Acquire experience in applying these theories to real-world consumer behaviour problems <p>The module will be assessed through a midterm assignment and an end of module examination.</p>

6b. Outline Content
<ul style="list-style-type: none"> • Cross-Cultural Variations • Changing Values in the UK • Changing Society in Europe – Demographics, Subcultures, and Families and Households • Group Influence on Consumer Behaviour • Product Perception • Learning, Memory, and Product Positioning • Motivation, Personality, and Emotion • Consumer Attitudes • Self-Concepts and Lifestyles • Situational Influences • Consumer Decision Process and Problem Recognition • Information Search • Alternative Evaluation and Purchase • Post purchase Process, Consumer Satisfaction, and Customer Commitment

6c. Key Texts/Literature
<p>Key Text: Michael R. Solomon, Consumer Behavior / 8th Edition, 2008, Prentice Hall - Pearson Custom Business Resources Series, ISBN: 0136015964 Additional Reading/Resources: Electronic Resources associated with the textbook, Articles posted on the VLE by the Instructor.</p> <p><i>Last Updated:</i></p>

6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	understand consumer behaviour from a variety of perspectives (multicultural, interdisciplinary, etc);
2	Knowledge and Understanding	understand peoples' consumption-related behaviours and to develop and evaluate marketing strategies intended to influence those behaviours;
3	Intellectual, practical, affective and transferrable skills	appreciate and understand how marketing research, marketing strategy, and basic research on intra- and interpersonal processes play multiple roles in the discipline of marketing.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-3	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Other teacher managed learning	48	1-3	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Student managed learning	228	1-3	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-3	50 (%)	Fine Grade	30 (%)
Details:		ASSIGNMENT - 3000 WORDS			
Assignment - 3000 words					
011	Examination	1-3	50 (%)	Fine Grade	30 (%)
Details:		EXAMINATION - 3 HOURS			
Examination - 3 hours					

In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements