

NEW/UPDATED MODULE DESCRIPTOR

Module Title	Understanding the Consumer
Course Title	BSc Marketing with Digital (5689/5708) BA Marketing with Advertising and Digital Comms (5691/5709) BA Business Management with Marketing (5696/5714) Fashion Promotion with Marketing (5216)
School	<input type="checkbox"/> ASC <input type="checkbox"/> ACI <input type="checkbox"/> BEA <input checked="" type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS And ACI
Division	Marketing, Tourism, Events & Hospitality
Parent Course (if applicable)	
Level	5
Module Code (showing level)	MMP-5-UTC
JACS Code (completed by the QA)	
Credit Value	20 credits
Student Study Hours	Contact hours: 60 Student managed learning hours: 140 Placement hours: N/A
Pre-requisite Learning	
Co-requisites	
Excluded combinations	
Module co-ordinator	TBC
Short Description (max. 100 words)	This module examines the behavioural concepts and theories of individuals and groups in selecting, purchasing, using, and disposing of products, services, or experiences to satisfy needs and desires. The field of consumer behaviour, which many regard as an applied social science, will provide an important underpinning for other marketing modules. That underpinning includes areas relating to the interdisciplinary nature of consumer behaviour such as psychology and sociology of buying behaviour. The application of theory is of particular importance as major consumer behavioural changes are underway not least because of digital marketing and globalisation.
Aims	The main aims are to: <ul style="list-style-type: none"> • Provide a sound underpinning of the key concepts of consumer behaviour. • Develop the students' understanding of the many variables that, through complex interaction, determine consumer behaviour.

	<ul style="list-style-type: none"> Examine how consumer behaviour is influenced by individuals' socio-cultural factors such as family, group processes, social class, culture, and individual factors such as motivation and needs, perception, learning, personality and attitudes. Evaluate the decision-making process from the perspective of the individual and family to understand how the above variables impact on a cross range of buyers, both on-line and off-line.
Learning Outcomes (4 to 6 outcomes)	<ul style="list-style-type: none"> Detail the main theories and models underpinning consumer behaviour. Explain the core psychological and external variables that influence the decision-making process of consumers. Apply appropriate consumer behavior theory to solve problems arising within on-line and off-line platforms. Analyze the wider social issues of consumer and behaviour and be able to debate issues in relation to more general ethical & cultural perspectives.
Employability	Employability skills are embedded and developed within the teaching & learning of this module. This module contributes to a students' employability by providing them with skills including team working, time management and communication skills. The module, although grounded in theory with a suitable level of academic rigour, delivers core skills to the students for use in their future jobs.
Teaching and learning pattern	<p>Contact hours includes the following: (please click on the checkboxes as appropriate)</p> <p> <input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Group Work: </p> <p> <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Tutorial: </p> <p> <input type="checkbox"/> Laboratory <input type="checkbox"/> Workshops </p> <p> <input type="checkbox"/> Practical <input checked="" type="checkbox"/> VLE Activities </p>
Indicative content	<ul style="list-style-type: none"> Perception & Symbolism Learning & Memory Motivation & Values Attitudes Attitude Change Individual Decision Making Culture Family Decision Making Groups Social Class Consumer Behaviour in the Digital Environment Consumer Ethics
Assessment method (Please give details – of components, weightings, sequence of components, final component)	<p>Formative assessment:</p> <p>The module will include a range of formative assessments, including formative feedback on weekly tasks, presentations, in class quizzes and activities and feedback through Moodle.</p> <p>Summative assessment:</p> <p>The module will be assessed by 100% coursework.</p> <p>CW1: Individual Report (100%) - 3,500 words.</p>
Indicative Sources (Reading lists)	<p>Core materials:</p> <ol style="list-style-type: none"> Solomon, MR. (2020) Consumer Behaviour 13th Edition, Pearson, Harlow. Schiffman, L, Wisenbilt J, (2019) Consumer Behavior, 12th Edition, Pearson, Harlow.

	<p>3. Sethna, Z. & Blythe, J.(2019) <i>Consumer Behaviour, 4th Edition</i>, Sage, Los Angeles.</p> <p>Optional reading:</p> <ol style="list-style-type: none"> 1. De Mooij, M. (2019) <i>Consumer Behaviour & Culture (Consequences for Global Marketing & Advertising)</i> 3rd Edition, Sage Publications, London 2. Eagle, L. & Dahl, S. (2015) <i>Marketing Ethics & Society</i>, Sage, London 3. Hawkins, Del I., Mothersbaugh, David L., Best, Roger J. (2012) <i>Consumer behavior: building marketing strategy</i> 12th edition, McGraw-Hill, London.
Other Learning Resources	<ul style="list-style-type: none"> • Journal of Consumer Behaviour • Journal of Consumer Research • Journal of Marketing Management • Journal of Consumer Marketing • Journal of International Consumer Marketing