

<b>Module Title</b>	Understanding the Consumer
<b>Course Title</b>	BSc (Hons) Marketing with Digital BA (Hons) Marketing with Advertising & Digital Communications BSc (Hons) Digital Marketing (Digital Marketer Degree Apprenticeship) BA (Hons) Business Management Program
<b>School</b>	<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
<b>Division</b>	Management, Marketing & People.
<b>Parent Course (if applicable)</b>	
<b>Level</b>	5
<b>Semester</b>	1,2 & 3 (Summer)
<b>Module Code</b>	MMP_5_UTC
<b>JACS Code (completed by the QA)</b>	
<b>Credit Value</b>	20 credit points
<b>Student Study Hours</b>	Contact hours: 60 Student managed learning hours: 140  Placement hours: 0
<b>Pre-requisite Learning</b>	None
<b>Co-requisites</b>	
<b>Excluded combinations</b>	
<b>Module co-ordinator</b>	TBC
<b>Short Description</b>	This module examines the behavioural concepts and theories of individuals and groups in selecting, purchasing, using, and disposing of products, services, or experiences both online and offline, to satisfy needs and desires. The field of consumer behaviour, which many regard as an applied social science underpins marketing decision making. This module includes areas relating to the interdisciplinary nature of consumer behaviour such as psychology and sociology as applied to 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.
<b>Aims</b>	<i>The module aims are to:</i> <ul style="list-style-type: none"> <li>• provide a sound underpinning of the key concepts of consumer behaviour.</li> <li>• develop the students' understanding of the many variables that, through complex interaction, determine B2B buyer behaviour.</li> <li>• examine how consumer behaviour is influenced by individuals' socio-cultural factors such as family, group processes, social</li> </ul>

	<p>class, culture, and individual factors such as motivation and needs, perception, learning, personality and attitudes.</p> <p>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.</p>
<b>Learning Outcomes</b>	<p><i>On completion of this module students should be able to:-</i></p> <ul style="list-style-type: none"> <li>• appreciate the main theories and models underpinning contemporary consumer behaviour.</li> <li>• explain the core psychological and external variables that influence the decision-making process of consumers in an evolving landscape.</li> <li>• apply appropriate consumer behavior theory to solve problems arising within on-line and off-line platforms.</li> <li>• analyse the wider social issues of consumer and behaviour and be able to debate issues in relation to more general ethical &amp; cultural perspectives.</li> </ul>
<b>Employability</b>	<p>The module, although grounded in theory with a suitable level of academic rigour, delivers core practical skills which will enable students to make decisions around all aspects of marketing that are affected by the influences and decision making of consumers and B2B buying units.</p>
<b>Teaching and learning pattern</b>	<p>Contact hours includes the following:</p> <p>√ Lectures                    <input type="checkbox"/> Group Work:  <input checked="" type="checkbox"/> Seminars                    <input type="checkbox"/> Tutorial:  <input type="checkbox"/> Laboratory                    <input type="checkbox"/> Workshops  <input type="checkbox"/> Practical                    <input checked="" type="checkbox"/> VLE Activities</p>
<b>Indicative content</b>	<ul style="list-style-type: none"> <li>• Perception &amp; Symbolism</li> <li>• Learning &amp; Memory</li> <li>• Motivation &amp; Values</li> <li>• Attitudes</li> <li>• Attitude Change</li> <li>• Individual Decision Making</li> <li>• Culture</li> <li>• Family Decision Making</li> <li>• Groups</li> <li>• Social Class</li> <li>• Consumer Behaviour in the Digital Environment</li> </ul>

	<ul style="list-style-type: none"> <li>• Consumer Ethics</li> </ul>
<b>Assessment method (Please give details – of components, weightings, sequence of components, final component)</b>	<p><b>Formative assessment:</b> 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><b>Summative assessment:</b> 100% coursework:</p> <p>SC1: In-class Multiple Choice Test (30%)</p> <p>SC2: Individual Report (70%)</p>
<b>Mode of resit assessment (if applicable)</b>	<p>Summative assessment:</p> <p>SC1 – Essay (30%)</p> <p>SC2 – Individual Report (70%)</p>
<b>Indicative Sources (Reading lists)</b>	<p>Core materials:</p> <ol style="list-style-type: none"> <li>1. Solomon, MR. (2020) <u>Consumer Behaviour 13th Edition</u>, Pearson, Harlow.</li> <li>2. Schiffman, L, Wisenbilt J, (2019) <u>Consumer Behavior, 12<sup>th</sup> Edition</u>, Pearson, Harlow.</li> <li>3. Sethna, Z. &amp; Blythe, J.(2019) <u>Consumer Behaviour, 4<sup>th</sup> Edition</u>, Sage, Los Angeles.</li> </ol> <p>Optional reading:</p> <ol style="list-style-type: none"> <li>1. De Mooij, M. (2019) <u>Consumer Behaviour &amp; Culture (Consequences for Global Marketing &amp; Advertising) 3<sup>rd</sup> Edition</u>, Sage Publications, London</li> <li>2. Eagle, L. &amp; Dahl, S. (2015) <u>Marketing Ethics &amp; Society</u>, Sage, London</li> <li>3. Hawkins, Del I., Mothersbaugh, David L., Best, Roger J. (2012) <i>Consumer behavior: building marketing strategy</i> 12<sup>th</sup> edition, McGraw-Hill, London.</li> </ol>
<b>Other Learning Resources</b>	<ul style="list-style-type: none"> <li>• Journal of Consumer Behaviour</li> <li>• Journal of Consumer Research</li> <li>• Journal of Marketing Management</li> </ul>

	<ul style="list-style-type: none"><li>• Journal of Consumer Marketing</li><li>• Journal of International Consumer Marketing</li></ul>
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