

Module code	ADV401	Level	4
Module title	Advertising & The Consumer	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Advertising	Teaching Period	Autumn

1. Module description

This module will introduce you to the importance of consumer activity, consumer behaviour and consumer psychology within advertising, viewing these within individual, community and societal contexts. You will develop awareness of the key trends and shifts in consumerism and consumption, the impact of the consumer as contributor and producer. You will consider the consumer identity and value systems in ensuring advertising messages are received, decoded effectively and positively engaged with. You will be introduced to key research methodologies for effective consumer analysis, observation of macro and micro trends and how to effectively represent a consumer both within the context of profiling and targeted campaigns.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Decision-making (MLO 04)

Investigate and contrast different ideas and methodologies of analysing consumer behaviour and communication, including your own, to inform decision making.

Communication (MLO 05)

Communicate your observations and findings, both orally and in writing in multicultural and/or international settings within familiar and well-defined contexts.

Human & Environmental Impact (MLO 10)

Explore the impact of human activity on people and on the environment in the context of advertising.

3. Learning and teaching methods

This module will take place both in and out of the classroom. In class sessions will consist of introduction of key theories and concepts in the field of consumer behaviour, followed by discussion and debate. Also, workshops will apply theoretical frameworks to past and existing advertising campaigns to get a sense of behaviours in practice. Field research and other activities will introduce how to use key primary research methodologies to help determine consumer behaviours and communication preferences in specific contexts.

Learning hours	
Directed learning	48 hours
Workshops/classes	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1: Report (Visual Dossier)

Weight (%): 80

Word Count or Equivalent: 1800 words

You will be asked to create a 'consumer dossier' that proposes and critiques a range of theories of consumers and their behaviours from three separate market segments, using single advertising campaigns as a focus and exploring how the campaigns impact behaviours.

Assessment 2: Presentation (Segment Analysis)

Weight (%): 20

Word Count or Equivalent: 8-10 Minutes

Informed by the work undertaken in the dossier, you will conduct your own primary research on one of the market segments you have used, presenting your findings on their activities and their implications for the impact of advertising on their activities through a presentation in front of tutors and your peers.

Each summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO4	MLO5	MLO10
Report	X	X	X
Presentation		X	X

5. Indicative resources

DUBOIS, B. (2000) *Understanding the consumer: a European perspective*. FT Prentice-Hall. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=22f02855-b03c-3267-a31c-bc70e467597>

Routledge international handbook of consumer psychology (2017). Routledge. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=2b6e7dd6-52c7-3a84-bb82-30005a36d874>

SETHNA, Z. and BLYTHE, J. (2019) *Consumer behaviour*. SAGE. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=c89e9d1f-17a9-3425-88a5-7e4f650afdae>

SOLOMON, M.R. (2018) *Consumer behavior : buying, having, and being*. Pearson. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=21a50ce0-2c68-31b2-988b-2fa0ad313e6a>

SUTHERLAND, M. (2009) *Advertising and the mind of the consumer : what works, what doesn't and why*. Allen and Unwin. Available at: <https://discovery.ebsco.com/linkprocessor/plink?id=279b5360-e0f0-38d8-a60e-92730044363a>

Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.