

Module code	DMA701	Level	7
Module title	The Digital Consumer		
Status	Core		
Teaching Period	Spring		
Courses on which the module is taught	MSc Digital Marketing and Analytics		
Prerequisite modules	None		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	You might be taken on industry visits or field trips, and they may change during the course of term. These trips will be optional and proposed as a way of extending student learning and industry experience. The cost of entry to such visits will be paid for by the university.		
Additional costs	n/a		
Content notes	n/a		

1. **Module description**

Immerse yourself in the evolving landscape of the digital consumer, where the fusion of consumer behaviour and consumer intelligence takes centre stage. This module explores how digital environments shape consumer decisions, focusing on the psychological, social, and cultural processes that guide interactions with brands. You will delve into key theories of consumer behaviour and learn how consumer intelligence—data-driven insights into consumer patterns and preferences—can influence strategies. By analysing real-world case studies, you'll discover how digital touchpoints, backed by data, impact consumer motivations and decisions in meaningful ways.

This module equips you with the knowledge to analyse and interpret consumer data, enabling you to develop informed strategies and insights. It will enhance your theoretical expertise in consumer behaviour allowing you to excel in this evolving field of digital marketing.

2. **Learning Outcomes**

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

Decision-making (MLO4)

Formulate informed decisions about the digital consumer through critical and reflective analysis of their patterns and preferences.

Communication (MLO5)

Communicate persuasively, both verbally and in writing, in context of consumer behaviour and consumer intelligence.

Discipline Knowledge (MLO7)

Critique and synthesize cutting-edge theories, concepts, and facts pertinent to digital consumer behaviour.

Discipline Skills (MLO8)

Combine and employ consumer behaviour and consumer intelligence knowledge, techniques, and tools for practical applications in the digital consumer landscape.

3. Learning and teaching methods, and reasonable adjustments

In this module, learning will be facilitated through a blend of theory-based micro-lectures, interactive workshops, and practical activities. The micro-lectures will provide a foundation in key theories and concepts of consumer behaviour, while workshops will offer opportunities for in-depth discussion and exploration of these theories. Engaging in various activities and case studies, you will apply theoretical knowledge to real-world scenarios, developing practical insights into digital consumer behaviour. The module adopts an active-learning approach, encouraging you to integrate and reflect on theoretical and practical aspects.

Reasonable adjustments will be made for students with support plans to ensure equitable access to learning and assessment opportunities.

Learning hours			200
Directed learning			48
Classes/ Seminars/ Lead Events			
	48		
Guided/Self-guided learning			152

4. Assessments and weighting, reasonable adjustment, and feedback methods**Assessment component 1: Report, 100%, 3000 words or equivalent**

Working individually, you will critically evaluate how key consumer behaviour theories apply to a brand or campaign of your choice. You should utilise relevant consumer intelligence techniques such as social media analytics, sentiment analysis, or predictive modelling to demonstrate how digital platforms influence consumer decision-making. You must provide actionable insights and recommendations to enhance customer engagement and campaign effectiveness, supported by your analysis of the data. This assignment encourages you to integrate theoretical concepts with practical data analysis to guide effective digital marketing strategies.

Reasonable adjustments for the assessments will be confirmed with students that have a support plan in place.

Mapping of assessment task:

Assessment components	MLO4	MLO5	MLO7	MLO8
Report	X	X	X	X

The above assessment components are summative. You will have the opportunity for formative assessment and feedback before each summative assessment.

Indicative resources

Cialdini, R. B. (2021). *Influence: The Psychology of Persuasion*. Harper Business.

Davenport, T. H., & Harris, J. G. (2023). *Competing on Analytics: The New Science of Winning*. Harvard Business Review Press.

Sethna, Z., & Blythe, J. (2021). *Consumer Behaviour*. Sage Publications.

Siegel, E. (2022). *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*. Wiley.

Solomon, M. R. (2024). *Consumer Behavior: Buying, Having, and Being*. Pearson.

Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2022). *Consumer Behavior: A European Perspective*. Pearson.

White, K., Dahl, D. W., & Lowrey, T. M. (2021). *Consumer Behavior: Theories and Applications*. Sage Publications.

Winston, W. L. (2021). *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*. Wiley.

Journals

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Marketing Research

International Journal of Research in Marketing

Journal of Interactive Marketing

Marketing Science

Journal of Business Research

Online Resources

[Google Scholar](#)

[Statista - The Statistics Portal for Market Data, Market Research and Market Studies](#)

[Euromonitor International; leads the world in data analytics](#)