

Module code	MPS703	Level	7
Module title	Psychology of Consumer Behaviour	Credit value	20
Programme(s) on which the module is taught	MSc Marketing Psychology	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None.

2. Module aims and objectives

The aim of the module is to facilitate an understanding of the intentions and behaviour of groups and individuals as consumers from a psychological perspective. Psychological processes have practical implications from the point of view of both the consumer and the marketer, and students will be encouraged to apply what they learn.

The module will draw on core concepts and theories, and research and evidence, from psychology and from the social sciences. It explores and examines consumer action, experiences, emotions as well as the actual judgment processes involved in consumer behaviour: how and why do we consume particular products?

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module, you will be able to demonstrate knowledge and understanding of:

- A1: A systematic understanding of knowledge and a critical awareness of issues in the marketing and psychology disciplines.
- A2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A3: An understanding of the approaches and methods adopted in the study of marketing and psychology and will use this understanding to research and investigate issues relevant to the two disciplines.
- A5: Their conceptual understanding of marketing and psychology and which enables the use of existing research and scholarship to identify new or revised approaches to practice.

B) Skills

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

- B1: Analyse complex marketing and psychological issues systematically and creatively and communicate their conclusions clearly to specialist and non-specialist audiences.
- B2: Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.
- B4: Use information and knowledge effectively in order to abstract meaning from data.
- B5: Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.

4. Indicative content

- Introduction to consumer behaviour and psychology
- Motivation, drives and goals; values & lifestyles
- Memory & retrieval
- Hedonism & utilitarianism
- Consumer perception, attention, selection and attention 'grabbing'
- The role of emotion in consumer decision making and at point of purchase; store ambience; the senses
- Decision making: individuals and groups
- Opinion leaders and followers- personality and consumption
- The role of culture, sub-cultures and belief systems: what people buy and don't buy, and why!
- Buying and disposing; sustainability, organic and fair trade.
- Research methods – Ethics and practice

5. Learning and teaching methods

Teaching will take the form of a combination of lectures, group work, seminars and tutorials.

This is an example of the notional learning hours for this module:

20 credit module – 200 learning hours	
Directed learning	40 hours
Lectures	36
Other	4
Collaborative Learning	10 hours
Group presentation preparation	10
Self-directed learning	150 hours
Preparation for class	50
Self-study after class	50

Preparation for assessments	45
Assessment	5
Total	200 hours

6. Assessment and relative weightings

Formative assessment opportunities

1. Feedback on essay plan one week before submission.
2. Feedback on group presentation plan and topic two weeks before deadline.

Summative assessments

Assessment 1: Individual Essay, 2500 words (50% TMM)

Students choose one essay from a choice of three titles.

Assessment 2: Group Presentation, 30 minutes (50% TMM)

Students present an empirically-supported practical application of research or theory in the module in the context of consumer behaviour. A selection of topics will be provided, from which students choose one.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes								
	A1	A2	A3	A5	B1	B2	B3	B4	B5
Assessment 1: Individual Essay, 2500 words	✓	✓	✓			✓		✓	
Assessment 2: Group Presentation, 30 minutes		✓		✓	✓			✓	✓

8. Key reading

Essential

Sethna, Z., & Blythe, J. (2016) *Consumer Behaviour* London: Sage

Jansson-Boyd, K. (2010) *Consumer Psychology* London: Open University Press

Additional

Key papers from the following which will be available via the VLE:

JEP: Applied

Journal of Applied Psychology

Journal of Applied Social Psychology

Journal of Consumer Psychology

Journal of Consumer Behaviour

And other psychological Journals