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| Module code | SAI513 | Level | 5 |
| Module title | Consumer Behaviour | | |
| Status | Elective | | |
| Teaching Period | Autumn and Spring | | |
| Courses on which the module is taught | Study Abroad | | |
| Prerequisite modules | None | | |
| Notional learning hours | 100 | Credit value | 10 |
| | | ECTS Credits | 5 |
| Field trips? | <i>Optional if offered</i> | | |
| Additional costs | <i>None</i> | | |
| Content notes | <i>N/A</i> | | |

1. Module description

Consumer behaviour is complex and is influenced by many factors. A thorough analysis and understanding of these factors allows organisations to plan effective marketing activities suitable to their target market. This module enables students to understand the importance of the consumer in the marketing process. The concept of marketing within management strategy is to always maintain a consumer focus. Thus, the study of consumer behaviour is fundamental to a marketing-oriented organisation.

This module will examine the theoretical models and frameworks within the discipline and how they are implemented within specific areas, for example, Product and Brand Management, Retail Marketing and Marketing Communications. The aim of this module is to introduce you to the theoretical models and frameworks within the general consumer and buyer behaviour discipline. The module will help you to critically evaluate the various approaches to understanding consumer needs, psychology, perceptions, attitudes, and learning. In addition, you will develop an appreciation of the organizational buying behaviour.

The module will offer the ability to construct and conduct effective consumer research projects enabling more effective marketing decisions to be made upon the basis of sound evidence and analysis.

2. Learning Outcomes

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

Decision-making (RLO4): Analyse and reflect on different ideas, including your own, to inform decision making.

Discipline Knowledge (RLO7): Examine and apply theories, concepts, and facts in your field of study relevant to the task.

Discipline Skills (RLO8): Employ discipline-specific knowledge, techniques, and tools for practical purposes.

3. Learning and teaching methods, and reasonable adjustments

Learning and teaching strategies for this module will be achieved through interactive workshops coupled with self-guided learning. These sessions will introduce you to key subject areas and seek to explore how relevant topics are treated from the different perspectives of markets and other frameworks.

The workshops are designed to combine theory and practice in a format which encourages a shared learning environment. Practical exercises in these sessions aim to enhance your ability to use appropriate research methods and apply them in a reasoned and efficient manner in connection with the topic being examined.

The workshops will involve individual and/or group participation in the analysis of scenarios/facts/case studies. These will focus on experiential learning. As such there is an emphasis on learning through applied experience. Reasonable adjustments will be offered and made for those students who have a support plan in place.

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|--|--------------------|--------------------|--------------|
| Learning hours | | | 36 |
| Directed learning | | | 36 |
| Workshops/ classes/ seminars/ lead events | Supervision | Studio time | Other |
| 36 | | | |
| Guided/Self-guided learning | | | 64 |

4. Assessment and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Individual Report, 100%

Word Count or equivalent: 2,000 words maximum

The assessment for this module is an individual report. You will be asked to select a specific B2C (Business to Consumer) product or service produced by a company and analyse this offering in terms of the consumer decision making process and the factors that influence this process.

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

Mapping of the assessment task:

| Assessment components | MLO4 | MLO7 | MLO8 |
|------------------------------|-------------|-------------|-------------|
| Report | X | X | X |

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before the summative assessment.

5. Indicative resources

SETHNA, Z., & BLYTHE, J. (2016) Consumer Behaviour. Sage: London (3rd Edition).

SOLOMON, M.R., BAMOSSY, G.J., ASKEGAARD, S., & HOGG, M.K. (2016) Consumer Behaviour: A European Perspective. Pearson: Harlow (6th Edition).

SCHIFFMAN L., KANUK L., HANSEN H., (2010) Consumer Behaviour – A European Outlook, Prentice Hall.

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