

Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Module name	Consumer Behaviour
Module code	BM2203
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	5

MODULE SUMMARY

Module outline and aims

This module addresses how psychological, anthropological, and sociological issues affect consumer choices and why this is important for businesses to know about. You will explore how consumer behaviour theories are integrated into business decision-making and subsequently develop this understanding into a research proposal.

Consumer behaviour is a central topic in marketing as it provides a framework from which to understand why consumers act in certain ways, want certain things (products, services, attributes, and associations), and speak/learn through certain discourses. Knowledge of this allows marketers to influence behaviour in specific situations and contexts. This module extends the critical thinking module by allowing the student to critically assess the theoretical perspectives that guide the study of consumer decision-making.

Content outline

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances. However, the module will likely address:

1. Consumer Society

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2. Shopping and buying
3. Perception, identity and the self
4. Motivation, values and lifestyles
5. Learning, memory and time
6. Decision-making
7. Groups and social media
8. Families, households and cohorts
9. Income and social class

Culture and consumer behaviour

Pre-requisites

BM1103 Fundamentals of Marketing

WHAT WILL I BE EXPECTED TO ACHIEVE?

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

Knowledge and understanding:

- Know why consumer behaviour theories are essential for companies
- Creatively integrate consumer behaviour theories with other strategic decisions in the company
- Critically engage models and theories in the course

Skills:

- Apply appropriate theoretical terminology, tools, and techniques to explore a consumer phenomenon
- Connect consumer behaviour theory with marketing practice
- Identify contexts of interesting and unique consumer phenomena that can be influenced through marketing

Study Abroad Programme

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Values and attitudes:

- Reflect on the social impact of engaging with consumer behaviour theories
- Critically engage with the ethical issues of consumer behaviour and especially its potential for manipulating behaviour
- Contribute to team work fairly and responsibly.

HOW WILL I LEARN?

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures and tutorials. You may also spend time working through sample exercises and questions. In addition, you will be preparing and undertaking your coursework assignments and preparing for your final examination.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	22	128		150
Totals		22	128		150

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WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Exam and coursework.

Coursework will be five-page research proposal covering a consumer problem. The research proposal will involve theoretical and methodological sections. Students will work together in groups. The groups will present their research proposals in class. This course work is preparatory for the final year project, which begins with a research proposal pitch to a supervisor

At the end of the module you will sit one final 135 minute exam during the University exam period.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Set Exercise including Presentation	40%	0	N/A
Final Exam	Written exam	60%	0	N/A

Assessment criteria

Study Abroad Programme

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Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Solomon et al (2016). *Consumer behaviour – A European Perspective*, 6th edition. Pearson.

Additional readings may be provided by the module leader on the module's Moodle page.



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