



Module Specification

Customer Behaviour

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Part 1: Information

Module title: Customer Behaviour

Module code: UMKDW9-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This is an module introducing postgraduates to the ways of analysing and understanding customer behaviour - including both consumers and business customers.

Features: Not applicable

Educational aims: This module aims to develop knowledge and understanding of marketing theories and concepts drawn from research in marketing psychology.

Fundamental marketing and processes in consumer behaviour are investigated (decision-making, perception, learning, attitudes, and persuasion...). In this module we also explore the extent to which these processes are influenced by individual, environmental, inter-personal and cultural/sub-cultural factors.

Outline syllabus: The syllabus will cover a range of consumer behaviour topics based on the psychology literature and on consumer behaviour in a service context. This will include topics such as:

Service marketing topics:

- The Marketing Concept & the Marketing strategy
- The extended service Marketing Mix
- Service quality and complaining behaviour
- Understanding the marketplace: Consumer behaviour
- Marketing research & Assessment briefing

Psychology topics:

- Behaviour in a network/group
- Individual differences
- Cognitive biases
- Presentational effects
- Making choices

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning includes lectorials, tutorials, demonstration, practical classes, workshops, debates, student presentations.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify and appraise appropriate secondary data to analyse consumer behaviour

MO2 Select, evaluate and apply conceptual and theoretical ideas to analyse and improve marketing strategies

MO3 Apply the principles of consumer behaviour to strategic decision-making for a specific brand

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/4E3487BE-9A30-4A37-D61F-890E2686ECF9.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/4E3487BE-9A30-4A37-D61F-890E2686ECF9.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The assessment method will require students to use data to analyse customer behaviour, and discuss a strategic approach for applying theory to engage with customers.

This strategy fits with the programme learning outcome to demonstrate critical awareness of the influences on human behaviour and develop effective marketing strategy.

Students will prepare a 30 minute presentation, presenting their ideas in a video, helping to ensure this is their own work.

Although the assignment will be submitted for formal assessment at the end of the

semester, students will work on the assignment iteratively throughout the semester and will receive formative feedback from their tutor ahead of the final submission.

Assessment tasks:**Presentation (First Sit)**

Description: Students will be required to:

1. Identify the positioning of the brand
2. Explain current consumer behaviour related to this brand
3. Present ideas on how this brand could affect future consumer behaviour

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Students will be required to:

1. Identify the positioning of the brand
2. Explain current consumer behaviour related to this brand
3. Present ideas on how this brand could affect future consumer behaviour

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24

