



## **Module Specification**

### **Consumer Behaviour**

Version: 2026-27, v1.0, 29 Jul 2024

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## Part 1: Information

**Module title:** Consumer Behaviour

**Module code:** UMKT6N-15-2

**Level:** Level 5

**For implementation from:** 2026-27

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**College:** College of Business and Law

**School:** CBL Bristol Business School

**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:** The module introduces students to the key concepts, theories, and models underpinning consumer behaviour.

**Features:** Not applicable

**Educational aims:** Students develop an understanding of the multiple and inter-related factors that influence consumer decision making. They understand the impact of market dynamics and are able to analyse the context in which consumer

decision making takes place. Students are also able to apply consumer decision making concepts, theories, and models to understand their contribution to the development of marketing strategies and plans.

**Outline syllabus:** Syllabus will include (but not be limited to):

Decision making and involvement

New and repeat buying behaviour

Psychological factors in consumer behaviour:

Motivation and risk

Learning and memory

Perceptual processes

Attitude formation and change

Personality and self Identity and symbolic consumption

Sociological factors in consumer behaviour:

Groups, family and social processes

Culture

Patterns of behaviour

Consumer behaviour, mis-behaviour and marketing decisions

Sustainable consumption behaviour

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links,

announcements, discussion boards and e-mail.

Weekly lectorials will introduce a wide range of key concepts, theories, and models in consumer behaviour. The lectorials will also introduce students to an array of relevant industry examples.

Weekly tutorials will enable students to critically analyse and apply concepts, theories, and models from the lectorials and their independent learning to the assessment task. The tutorials will also support students with the practical aspects of planning and producing a video presentation.

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

**MO1** Demonstrate knowledge and critical understanding of theories, models and psychological and sociological factors, and how they can be applied to buyer behaviour.

**MO2** Critically analyse theories and models and their impact on patterns of buyer behaviour

**MO3** Critically evaluate the ethical responsibilities associated with influencing buyer behaviour

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkt6n-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umkt6n-15-2.html>

## Part 4: Assessment

**Assessment strategy:** The assessment strategy includes a group Presentation (100%) during which students present a documentary-style critical video analysis of the consumer decision-making process demonstrating an ability to apply knowledge and skills to real-life consumer experiences. Students will be asked to share their plans and progress at particular points in the module to receive formative feedback and this will also reduce opportunities for plagiarism. The assessment will be subject to peer review .

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

**Assessment tasks:**

**Presentation (First Sit)**

Description: Presentation of a documentary-style video - 20 minutes

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Presentation (Resit)**

Description: Presentation of a documentary-style video - 20 minutes

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 {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing [UFM] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26