



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Consumer Behaviour and Professional Practice				
Module Code	UMKD6X-30-2	Level	2	Version	1.3
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Marketing; BA (Hons) Marketing Communications.				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements		
First CAP Approval Date	QMAC Dec 11		Valid from	September 2012	
Revision CAP Approval Date	2 February 2016		Revised with effect from	September 2016	

Review Date	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> 1. Demonstrate the importance of understanding the behaviour of customers and consumers in formulating marketing strategy 2. Understand the fundamental psychological, sociological, structural and cultural factors that influence buying behaviour. 3. Differentiate between different types of decision making processes, including B2C, B2B 4. Evaluate the relevance of particular theories, models and concepts within a marketing context. 5. Reflect upon the implications of alternative psychological and behavioural theories and form viewpoints based on evidence, analysis and discussion. 6. To understand the ethical implications associated with marketers' attempts to influence the attitudes and behaviours of consumers. 7. To reflect upon the skills required by professional bodies: self-management; team working; business & customer awareness; problem solving etc. 8. An understanding and appreciation of the meaning of acquired skills in a work context, of the skills most valued by graduate employers and how these skills are developed in their studies and other contexts.
Syllabus Outline	<ul style="list-style-type: none"> • Understanding Consumer Markets <ul style="list-style-type: none"> ○ Perceptual processes ○ Learning and memory processes, ○ Motivation, values and involvement ○ Attitudes and attitude change theory ○ The Self

	<ul style="list-style-type: none"> ○ Individual decision-making ○ Group influence and opinion leadership ● Understanding market dynamics <ul style="list-style-type: none"> ○ European family structures and household decision making Income and social class ○ Age subcultures ○ Culture and cultural change processes ○ Changing lifestyles ○ The effect of changing technology on organisational and consumer buying and consumption behaviour ● Employability Skills <ul style="list-style-type: none"> ○ Self-Management ○ Team Working ○ Business & Customer Awareness ○ Problem Solving ○ Communication & Literacy ○ Application of Numeracy ○ Application of Information Technology
<p>Contact Hours/Scheduled Hours</p>	<p>Module delivery will be based on 6 hours of scheduled learning and teaching activities per teaching week. This will consist of:</p> <ul style="list-style-type: none"> - A weekly one hour lecture for the delivery of core syllabus concepts - A weekly two hour tutorial for the exploration and application of core syllabus and specialist concepts to case study material through problem-based learning - A weekly practitioner / professional skills support tutorial - A one hour drop-in assessment 'surgery'/GDP tutorial - A one hour employability/placement session, typically either a delivered or facilitated session with placements staff or employer presentation and/or Q&A regarding placements in their organisations.
<p>Teaching and Learning Methods</p>	<ul style="list-style-type: none"> ● The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues. ● Students will be exposed to a variety of different learning activities which may include the following:- <ul style="list-style-type: none"> - Case study analysis - Practical 'master classes' - Guest lectures - Problem-based challenges - Interactive games ● The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value. <p>Placement learning: Placement preparation, including employer presentations</p>
<p>Key Information Sets Information</p>	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p>

Key Information Set - Module data				
Number of credits for this module				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam

Coursework: Written assignment or essay, portfolio,

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	50%
Coursework assessment percentage	50%
Practical exam assessment percentage	0%
	100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.

Essential reading

Students are expected to purchase or have open access to following text as it is considered core to the module:

Blythe, J. (2013) *Consumer Behaviour*. London: Sage.

Indicative Reading List

Further reading

Books

Solomon, R. (2015) *Consumer Behaviour: Buying, Having, and Being*. Harlow: Pearson Education.

Evans, M., Foxall, G. and Jamal, A. (2010) *Consumer Behaviour*. 2nd ed. London: John Wiley & Sons.

Peter, J. and Olson, J. (2010) *Consumer Behaviour & Marketing Strategy*. Singapore: McGraw-Hill.

Schiffman, L. and Wisenblit, J. (2015) *Consumer Behaviour*. 11th ed. London: Pearson.

Szmigin, I. and Piacentini, M. (2015) *Consumer Behaviour*. Oxford: Oxford University Press.

Assael H. (2004) *Consumer Behaviour – A Strategic Approach*, Houghton Mifflin,

Academic and Practitioner Journals

Journal of Consumer Behaviour

European Journal of Marketing

Journal of Marketing

Management

Marketing and Management

Marketing Management

Academy of Marketing Science Review

Harvard Business Review

The Economist

Marketing

Campaign

Other

Any/all broadsheet newspapers

Part 3: Assessment

Assessment Strategy	<p>The assessment methods are chosen to assess both students' understanding of the theoretical and applied dimensions of consumer behaviour concepts and their reflective understanding of the skills required of a marketing professional. Opportunities for formative assessment and interim feedback are built into module delivery (for example, in the case study based tutorials, skills workshops and tutor 'surgeries').</p> <p>There are two components to the summative assessment for this module are: <u>Component A:</u> A two hour examination that tests the knowledge of core consumer behaviour concepts, and provides an opportunity for students to demonstrate critical thinking skills (LO: 1,2,3,4) <u>Component B1:</u> An enquiry based essay of no more than 3,000 words, that seeks to evaluate and reflect on the relevance of consumer behaviour theories, models and concepts within a specific industry / market context. <u>B2</u> is a Professional Practice portfolio compiled progressively over the skills and employability sessions (LO: 4,5,6,7,8). In-class submission.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Examination (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Enquiry Based Essay (1,500 words)	50%
2. Professional Practice Portfolio	50%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Examination (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Enquiry Based Essay (1,500 words) Plus Professional Practice Portfolio	100%

If a student is permitted a **RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.