



MODULE SPECIFICATION

Part 1: Information			
Module Title	Consumer Behaviour		
Module Code	UMKDME-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Marketing, BA(Hons) Marketing Communications Management		
Module type:	Standard		
Pre-requisites	Understanding the Principles of Marketing variants: UMKD6J-15-1, UMKDDE-15-1, UMKD6K-15-1		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>This module will examine the multiple and inter-related factors that influence consumer decision making. It will explore the importance of understanding consumer behaviour and its impact upon the development of marketing strategies and plans. The effect of different market dynamics and the context of consumer decision making situations will be explored and analysed.</p> <p>Key content will include:</p> <ul style="list-style-type: none"> Decision making and involvement New and repeat buying behaviour Consumer and organisational buyer behaviour Psychological factors in consumer behaviour <ul style="list-style-type: none"> Motivation and risk Learning and memory Perceptual processes Attitude formation and change Personality and self Identity and symbolic consumption Sociological factors in consumer behaviour <ul style="list-style-type: none"> Groups, family and social processes Culture Patterns of behaviour

Consumer behaviour, mis-behaviour and marketing decisions

Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week. This will consist of:

- 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

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:-

- Case study analysis
- 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.

Part 3: Assessment




There are two summative assessments for this module; an in class group presentation (20 minutes, maximum group size of 4) plus an essay (individual assessment, maximum 2000 words). The assessment provides opportunities for formative assessment and early feedback plus a combination of group and individual work. The group presentation element of the assessment requires students to explain contemporary patterns of consumer behaviour using consumer behaviour theories and models (Learning Outcomes: 1, 3).

The essay element of the assessment requires the student to take a specific aspect of consumer behaviour theory and apply it to a real/practical decision making scenario (Learning Outcomes: 2, 4).

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- The assessment will enable students to demonstrate their knowledge and understanding of both the theoretical and applied dimensions of consumer behaviour concepts.
- The assessment supports the programme aims of practice led teaching and learning and provides an opportunity for students to demonstrate critical thinking skills
- The group presentation on the application of consumer behaviour theory to personal consumer decision making minimises the risk of plagiarism and facilitates an opportunity for timely formative feedback.
- The group presentation assessment brief will include guidelines for the individual allocation of marks in accordance with University guidelines on group work.
- Further opportunities for formative assessment and interim feedback are built into module delivery (for example, in the case-study based tutorials).

Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group presentation (20 mins)	100%	

Component B Description of each element	Element weighting (as % of component)																																			
2. Essay (maximum 2000 words)	100%																																			
Resit (further attendance at taught classes is not required)																																				
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																																			
1. Reflective component (maximum 500 words)	100%																																			
Component B Description of each element	Element weighting (as % of component)																																			
2. Essay (maximum 2500 words)	100%																																			
Part 4: Teaching and Learning Methods																																				
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate the importance of understanding the behaviour of customers and consumers in formulating marketing strategy 2. Differentiate between different types of decision making processes (e.g. B2C, B2B, involvement, new versus repeat purchases etc.). 3. Evaluate the psychological and sociological factors that influence buying behavior. 4. Explain contemporary patterns of consumer behavior using consumer behavior theories and models. 5. Demonstrate the application of academic theories to a unique and practical consumer decision making scenario. 																																			
Key Information Sets Information (KIS)	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">15</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;"></td> </tr> </tbody> </table>	Key Information Set - Module data										<i>Number of credits for this module</i>				15						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150					
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																																			
Total Assessment																																				

	Total assessment of the module:			
	Written exam assessment percentage		0%	
	Coursework assessment percentage		75%	
	Practical exam assessment percentage		25%	
			100%	
Reading List	This link does not work, please put in the correct link https://uwe.rl.talis.com/lists/A8EFE902-A3DA-7E8A-8573-FB5F1315CCAB.html			

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First CAP Approval Date	16 December 2016 Version 1 link to RIA			
Revision	7 March 2018	Version	2	link to RIA
ASQC Approval Date	15 January 2019		3	link to RIA
<i>Update this row each time a change goes to ASQC</i>				