



## **Module Specification**

### **Consumer Behaviour**

Version: 2023-24, v3.0, 17 May 2023

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## Part 1: Information

**Module title:** Consumer Behaviour

**Module code:** UMKDME-15-2

**Level:** Level 5

**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

**Delivery locations:** Not in use for Modules

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** Understanding the Principles of Marketing (Accounting, Economics and Finance) 2023-24, Understanding the Principles of Marketing (Business, International and Management) 2023-24, Understanding the Principles of Marketing (Marketing and Events) 2023-24

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** 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.

**Outline syllabus:** Key content will include:

Decision making and involvement

New and repeat buying behaviour

Consumer and organisational buyer 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

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

**Teaching and learning methods:** 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.

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

**MO1** Demonstrate the importance of understanding the behaviour of customers and consumers in formulating marketing strategy

**MO2** Differentiate between different types of decision making processes (e.g. B2C, B2B, involvement, new versus repeat purchases, etc.)

**MO3** Evaluate the psychological and sociological factors that influence buying behavior

**MO4** Explain contemporary patterns of consumer behavior using consumer behavior theories and models

**MO5** Demonstrate the application of academic theories to a unique and practical consumer decision making scenario

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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

## **Part 4: Assessment**

**Assessment strategy:** There is one written task for the assessment in this module. Students are expected to write an essay in which they take a specific aspect of consumer behaviour theory and apply it to a real/practical decision making scenario.

The assessment will enable students to demonstrate their knowledge and understanding of both the theoretical and applied dimensions of consumer behaviour concepts.

Opportunities for formative assessment and interim feedback are built into module delivery (for example, in the case-study based tutorials).

**Assessment components:**

**Written Assignment (First Sit)**

Description: Essay in which the student chooses a specific aspect of consumer behaviour theory and applies it to a real/practical decision making scenario

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Written Assignment (Resit)**

Description: Essay in which the student chooses a specific aspect of consumer behaviour theory and applies it to a real/practical decision making scenario

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)  
2021-22

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22