



Module Specification

Consumer Behaviour

Version: 2023-24, v2.0, 20 Dec 2022

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Part 1: Information

Module title: Consumer Behaviour

Module code: UPCNJ8-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: CULTURAL INDUSTRIES

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 module explores the bases for consumers' purchasing decisions and the many strategies employed by advertisers and marketers to make their goods and services more attractive to potential purchasers.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Students will examine how consumer information is obtained and used by marketers. The module will also discuss the key psychological processes related to the 'path to purchase' (and post purchase activity). In particular, the practice of influencing choice by organising the context in which people make decisions.

Cognitive reasons for such phenomena as brand preference, peer influence, and addictive activity will also be studied. Accompanying the lecture/seminar sessions will be brand marketing case studies along with group discussions

Additionally students will examine the practice of communications relating to propaganda, persuasion and promotional culture within a range of theoretical contexts.

Part 3: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

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

MO1 Demonstrate knowledge of the key thinkers, debates and intellectual paradigms relevant to the study of consumer behaviour.

MO2 Demonstrate knowledge of the ethical considerations related to approaches to researching consumers for marketing purposes.

MO3 Demonstrate the ability to devise and use research to gain an understanding of consumer behaviour around specific marketing briefs and provide a rationale for your choice(s) of research strategy.

MO4 Demonstrate the ability to present yourself and your work appropriately to tutors, effectively justifying choices and decisions particularly with regard to areas of research undertaken.

Hours to be allocated: 300

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: Viva Presentation - Individual reflection on a single piece of coursework. Students are expected to demonstrate analytical skills; as well the ability to justify choices made in a clear and concise manner with reference to the underlying principles and theories.

Essay – A 2500 word essay.

A mix of individual, peer-to-peer and group workshops where feedback will be given for example during group discussions or comments based on the studio coursework.

The resit coursework submission is a rework of the essay assignment.

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

Description: Viva

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Viva

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 75 %

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:

Media Communications (Advertising) [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications (Advertising) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Advertising) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21