

Summary Information

Module Code	4004LBSMK
Formal Module Title	Consumer Behaviour
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	Understand the fundamentals of consumer behaviour, including the importance that both external and internal factors have on attitude and behaviour.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate the consumer and the nature of consumer decision making
MLO2	2	Explore the social and cultural impacts on consumption behaviour
MLO3	3	Analyse the psychological dimensions of consumer behaviours.
MLO4	4	Discuss the ethical implications of consumption
MLO5	5	Explore consumer experiences in both online and offline environments

Module Content

Outline Syllabus	The drivers of consumption The decision making process Consumer learning Consumer attitude The retail environment Experiential marketing Gender representation Ethical consumers Anti-consumerism
Module Overview	
Additional Information	To provide an integrative approach to consumer behaviour and the role that it plays within marketing strategy, taking a holistic view of the anthropological, sociological and psychological influences on the consumer.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Examination	75	2	MLO3, MLO4, MLO5
Portfolio	Portfolio	25	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Sue Cronshaw	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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