

Liverpool John Moores University

Title: Consumer Behaviour
Status: Definitive
Code: **4004LBSMK** (128984)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Sue Cronshaw	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 46
Total Learning Hours: 200
Private Study: 154

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Examination	75	2
Portfolio	Portfolio	Portfolio	25	

Aims

Understand the fundamentals of consumer behaviour, including the importance that both external and internal factors have on attitude and behaviour.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the consumer and the nature of consumer decision making
- 2 Explore the social and cultural impacts on consumption behaviour
- 3 Analyse the psychological dimensions of consumer behaviours.
- 4 Discuss the ethical implications of consumption
- 5 Explore consumer experiences in both online and offline environments

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Examination	3	4	5
Portfolio	1	2	

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

Learning Activities

Case studies, brand development briefs, campaign briefs, journal article analysis, discussions, reports, industry articles, presentations, media content analysis.

Notes

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.