

Summary Information

Module Code	4034BUSMK
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
Tutorial	22
Workshop	11

Module Offering(s)

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

Aims and Outcomes

Aims	To acquire knowledge about the issues and dimensions of consumer behaviour. To recognise the importance of external and personal internal factors in determining behaviour and attitudes.
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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.

Module Content

Outline Syllabus	Foundations of consumer behaviour Consumer motivation Consumer perception Consumer learning Consumer attitudes Group influences Family & household buying Older consumers Young consumers Culture
Module Overview	Within this module, you will acquire knowledge about the issues and dimensions of consumer behaviour. You will recognise the importance of external and personal internal factors in determining behaviour and attitudes.
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	2hr Closed Book Exam	75	2	MLO1, MLO2, MLO3
Portfolio	Collection of case study tasks	25	0	MLO1, MLO2, MLO3

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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