

## Liverpool John Moores University

Title: Consumer Behaviour  
Status: Definitive  
Code: **4034BUSMK** (121501)  
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
Tutorial	22
Workshop	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	2hr Closed Book Exam	65	2
Portfolio	Portfolio	Portfolio based on seminar work	20	
Presentation	Presentati	Group presentation	15	

### 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.*

## 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.

## Learning Outcomes of Assessments

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

2hr Closed Book Exam	1	2	3
Collection of case study tasks	1	2	3
Group research presentation	1	2	

## Outline Syllabus

*Foundations of consumer behaviour*  
*Consumer motivation*  
*Consumer perception*  
*Consumer learning*  
*Consumer attitudes*  
*Group influences*  
*Family & household buying*  
*Older consumers*  
*Young consumers*  
*Culture*

## Learning Activities

Lectures and seminars, group and individual tasks.

## 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.