

Liverpool John Moores University

Title: Consumer Behaviour
Status: Definitive
Code: **4502FDTTEF** (117921)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: City of Liverpool College

| Team | Leader |
|--------------|--------|
| Wendy Cliffe | Y |

Academic Level: FHEQ4 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 52 |
| Seminar | 26 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|-------------|---------------|---------------|
| Presentation | Cons Pres | | 30 | |
| Essay | Cons Essay | | 70 | |

Aims

This module aims to give an overview of the social, cultural and political context in which specific service sector organisations exist. The module will be broad based and will primarily focus on society, social trends and consumer behaviour in relation to the service industry. experience of an area of work which is/ may be relevant to future career choice.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the nature of the Service Sector and its components
- 2 Using statistical information, evaluate the impact of a specific factor on consumer behaviour within the service sector at a local and national level

Learning Outcomes of Assessments

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

| | |
|-----------------------|---|
| Consumer Presentation | 1 |
| Consumer Essay | 2 |

Outline Syllabus

Commercial and non-commercial sectors; nature/philosophy, power and responsibilities; spatial environment, demographic changes, society changes and trends; cultural and political influences on service sector provision; change and diversity of participation levels and the family structure. Statistical sources of information from both governmental and non-governmental agencies. The role of the public, private and voluntary sectors and the ways in which they interact in order to bring about change at local and national levels.

Learning Activities

The module will consider the size, breadth and extent of the tourism, leisure and related industries. Topics will include: customer characteristics, behaviour and requirements; employment in the service sector; customer care and training; PESTEL.

Notes

The presentation will task students to investigate the scale and scope of the service sector industries, introducing recent trends and changes and relevant statistical information from appropriate sources. The essay will require much greater depth in terms of society trends and changes, the necessity for excellence in customer care across the breadth of the sector and the relationship between public / private and voluntary organisations in the service sector industries.