

## Liverpool John Moores University

Title: Consumer Behaviour  
Status: Definitive  
Code: **4502SSLNLC** (122653)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Andrew Simpson	Y

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation (15 minutes)	30	
Essay	AS2	Essay (2500 words)	70	

### Aims

*This module will discuss the social, cultural and political contexts in which service sector organisations operate. This includes a focus on society, social trends and consumer behaviour in relation to the service industry. The module will discuss the production, supply and consumption of services in the area of tourism and leisure and will explore the domestic and international dimensions of tourism*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the production, supply and consumption of tourism and leisure
- 2 Explain the domestic and international dimensions of tourism and leisure

## Learning Outcomes of Assessments

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

Individual Presentation	1	2
Essay	1	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. To give an overview of the social, cultural and political contexts in which service sector organisations exist. The module will focus on society, social trends and consumer behaviour in relation to the service industry. The production, supply and consumption of services in the area of tourism and leisure and will explore the domestic and international dimensions of tourism. The role of the public, private and voluntary sectors.*

## 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. Learning will take place in the form of Lectures, Seminars, Workshops and Practical sessions.

## Notes

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