

Summary Information

Module Code	4502SSLNLC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
City of Liverpool College

Learning Methods

Learning Method Type	Hours
Lecture	20
Workshop	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate an understanding of the production, supply and consumption of tourism and leisure
MLO2	2	Explain the domestic and international dimensions of tourism and leisure

Module Content

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.
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Individual Presentation	30	0	MLO1, MLO2
Essay	Essay	70	0	MLO1, MLO2

Module Contacts