

Liverpool John Moores University

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Title: CONSUMER BEHAVIOUR
Status: Definitive
Code: **5001BUSMK** (108285)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Karon Meehan	Y
Joseph McGrath	

Academic Level: FHEQ5 **Credit Value:** 12.00 **Total Delivered Hours:** 28.00
Total Learning Hours: 120 **Private Study:** 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

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

Subtitle	
Edition	9th
Publisher	Prentice-Hall
ISBN	0-13-186960-4

Course Material	Book
Author	Evans, M., Jamal, A. & Foxall, G.
Publishing Year	2006
Title	Consumer Behaviour
Subtitle	
Edition	
Publisher	Wiley
ISBN	0-470-09352-8

Course Material	Book
Author	Solomon, M.R.
Publishing Year	2004
Title	Consumer Behaviour
Subtitle	
Edition	6th
Publisher	Pearson Prentice Hall
ISBN	0-13-123011-5

Course Material	Book
Author	Arnould, E., Price, L. & Zinkhan, G.
Publishing Year	2004
Title	Consumers
Subtitle	
Edition	2nd
Publisher	Mc Graw Hill
ISBN	0-07-253714-0

Notes

To provide an integrative approach to consumer behaviour and the role that it plays within marketing strategy.

Feedback

Formative feedback will be given verbally via tutorial sessions. The tutorial sessions have been designed to test your knowledge and understanding on the previous lecture topic and you will be given feedback on this. There will also be a revision session in the final teaching week with the proposed answers to revision questions posted on Blackboard.

The assessment will be a two hour exam during the examination period which is between weeks 33-35.

