

## Liverpool John Moores University

Title: CONSUMER BEHAVIOUR  
Status: Definitive  
Code: **5500MK** (107464)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 3.00  
**Total Learning Hours:** 120  
**Private Study:** 117

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	1.000

**Grading Basis:** 40 %

### Assessment Details

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

### Aims

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### Learning Outcomes

After completing the module the student should be able to:

1 .

### Learning Outcomes of Assessments

