

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: CONSUMER AND BUYER BEHAVIOUR FOR BUSINESS
Status: Definitive
Code: **5500SERBS** (118195)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Karon Meehan	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 80
Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Essay	50	
Exam	Exam	Exam	50	2

Aims

To acquire knowledge about the importance of an understanding of the effects of consumer behaviour on business strategy.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the consumer and the nature of decision processes and behaviour.
- 2 Identify the internal influences of consumer behaviour and their effects on business.
- 3 Identify the external influences that affect consumer behaviour and their effects on business.

Learning Outcomes of Assessments

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

Essay	1	2
Exam	3	

Outline Syllabus

Module introduction: Studying Consumer Behaviour
Foundations of Consumer Behaviour
Consumer Psychology
Consumer Motivation
Consumer Perception
Consumer Learning
Consumer Attitudes
Group Influences
Family & Household Buying
The Older Consumer
Children as Consumers
Culture & Sub-Culture
Researching Consumers

Learning Activities

Lectures, tutorials, video, case studies, group exercises, group presentations, self-assessment questions.

Notes

In summary the module aims to provide students with knowledge about the issues and dimensions of consumer behaviour and the role that this plays within the business strategy and to recognise the importance of external and personal factors in determining behaviour and attitudes.