

Summary Information

Module Code	5506PSYWUC
Formal Module Title	Consumer Behaviour
Owning School	Psychology
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ralph Pawling	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Westford University College

Learning Methods

Learning Method Type	Hours
Lecture	36
Seminar	4

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	This module aims to offer students an opportunity to develop an understanding of the study of consumer behaviour and their consumer buying process. The module aims to cover the key aspects such as consumers' influence on the field of marketing and vice versa; Consumer perceptions and motivations; Consumer Decision-Making Process; Effect of culture and lifestyles on consumers; and External variables affecting consumer behaviour
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explore consumer perceptions and attitudes that affect their purchase decisions
MLO2	Critically examine the consumer-decision making process
MLO3	To analyse the effect of culture and lifestyle on consumer and what external variables can affect consumer behaviour

Module Content

Outline Syllabus
Introduction to the course; Consumer buying & evaluation process Consumer motivation Consumer values & involvement Consumer Perception Consumer Attitudes Consumer Personality and Lifestyle Individual decision-making Family structures & household decision-making Culture & consumer behaviour

Module Overview

Additional Information

This module aims to offer students an opportunity to develop an understanding of the study of consumer behaviour and consumer buying process. The module aims to cover the key aspects such as consumers' influence on the field of marketing and vice versa; Consumer perceptions and motivations; Consumer Decision-Making Process; Effect of culture and lifestyles on consumers; and External variables affecting consumer behaviour.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Portfolio of short notes	100	0	MLO2, MLO3, MLO1