

Liverpool John Moores University

Title: THE MODERN CONSUMER
Status: Definitive
Code: **5522NCCG** (129536)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 48
Total Learning Hours: 200 **Private Study:** 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pes.	Individual Presentation	40	
Report	Assignment	Assignment	60	

Aims

This module considers the consumer decision making process, from needs recognition, evaluation of alternatives, purchase and post purchase evaluation. Theories and frameworks will be discussed and applied to real world scenarios.

Learning Outcomes

After completing the module the student should be able to:

- 1 Breakdown the steps of the consumer decision making process.
- 2 Analyse B2C and B2B to understand the influences on decision making.
- 3 Compare the methods businesses can use to influence the different stages of the decision making process.
- 4 Evaluate the impact that mass marketing has on individual wellbeing.

Learning Outcomes of Assessments

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

Presentation	1	2	3
Assignment	4		

Outline Syllabus

Consumer decision making models and journey and the four views of consumer decision making

Influential factors on decision making

B2C and B2B decision making process

Consumer perception and decision making

Culture and sub-culture on consumer behaviour

Patterns of buyer behaviour

Digital platforms to influence consumer behaviour

Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

Notes

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