

**Summary Information**

|                            |                         |
|----------------------------|-------------------------|
| <b>Module Code</b>         | 5522NCCG                |
| <b>Formal Module Title</b> | The Modern Consumer     |
| <b>Owning School</b>       | Business and Management |
| <b>Career</b>              | Undergraduate           |
| <b>Credits</b>             | 20                      |
| <b>Academic level</b>      | FHEQ Level 5            |
| <b>Grading Schema</b>      | 40                      |

**Module Contacts****Module Leader**

| <b>Contact Name</b> | <b>Applies to all offerings</b> | <b>Offerings</b> |
|---------------------|---------------------------------|------------------|
| Graham Sherwood     | Yes                             | N/A              |

**Module Team Member**

| <b>Contact Name</b> | <b>Applies to all offerings</b> | <b>Offerings</b> |
|---------------------|---------------------------------|------------------|
|---------------------|---------------------------------|------------------|

**Partner Module Team**

| <b>Contact Name</b> | <b>Applies to all offerings</b> | <b>Offerings</b> |
|---------------------|---------------------------------|------------------|
|---------------------|---------------------------------|------------------|

**Teaching Responsibility**

| <b>LJMU Schools involved in Delivery</b> |
|--|
| LJMU Partner Taught                      |

## Partner Teaching Institution

| Institution Name               |
|--------------------------------|
| Nelson and Colne College Group |

## Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture              | 48    |

## Module Offering(s)

| Offering Code | Location | Start Month                         | Duration |
|---------------|----------|-------------------------------------|----------|
| JAN-PAR       | PAR      | January                             | 12 Weeks |
| SEP-PAR       | PAR      | September                           | 12 Weeks |
| SEP_NS-PAR    | PAR      | September (Non-standard start date) | 12 Weeks |

## Aims and Outcomes

|             |   |
|-------------|---|
| <b>Aims</b> | 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:

| Code | Description  |
|------|--|
| MLO1 | Breakdown the steps of the consumer decision making process.   |
| MLO2 | Analyse B2C and B2B to understand the influences on decision making.                                     |
| MLO3 | Compare the methods businesses can use to influence the different stages of the decision making process. |
| MLO4 | Evaluate the impact that mass marketing has on individual wellbeing.                                     |

## Module Content

### 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

### Module Overview

### Additional Information

### Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|--------------------------|
| Presentation        | Presentation    | 40     | 0                        | MLO2, MLO1, MLO3         |
| Report              | Assignment      | 60     | 0                        | MLO4                     |