

Summary Information

Module Code	5607DGABW
Formal Module Title	The Digital Consumer
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	This module aims to enable students to understand the behaviour and buying process of the digital consumer in order to make strategic decisions within business to consumer markets.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the influence of consumer behaviour in the field of digital marketing.
MLO2	2	Evaluate the digital consumer and the nature of consumer decision making within the digital environment.
MLO3	3	Analyse how social and cultural effects impact digital consumption

Module Content

Outline Syllabus	Introduction of Consumer Behaviour Digital Consumer Trends The Decision Making Process The Digital Environment Digital Consumer Culture Digital Individual and Group Behaviour
Module Overview	
Additional Information	This module will start with an understanding of consumer behaviour as a whole before developing this into the digital environment.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Exam	In-Class Test	25	0	MLO1
Exam	Exam	75	2	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Doyle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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