

Module Information

2022.01, Approved

Summary Information

Module Code	6001LBSMK
Formal Module Title	Consumer Psychology and Decision Making
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	Use consumer psychology to make strategic marketing decisions.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	demonstrate an understanding of the most relevant consumers' decision-making processes based on psychological, socio-psychological and cognitive level.
MLO2	2	critically reflect on the most relevant theoretical underpinnings in consumers' decision-making and consumer psychology.
MLO3	3	recognise the effect of marketing stimuli and contextual factors on consumers' decision-making and consumer psychology recognising strength and weaknesses of marketing efforts.

Module Content

Outline Syllabus	1. Why and how consumers take decisions and the relevance of consumer psychology. 2. How the memory works and the different types of decisions 3. Cognitive learning 4. Consumers emotions 5. Consumers' irrational decisions 6. Attention and persuasion 7. Digital consumer psychology and decisions.
Module Overview	This module explores the relevance of consumer decision making in marketing. You will learn to use consumer psychology to make strategic marketing decisions.
Additional Information	The module is based on the relevance that consumers take decisions at the psychological level and these are the result of marketing efforts.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Vito Tassiello	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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