

Liverpool John Moores University

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Title: Consumer Psychology & Decision Making
Status: Definitive
Code: **6001LBSMK** (128989)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Vito Tassiello	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Essay	100	

Aims

Use consumer psychology to make strategic marketing decisions.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Essay	1	2	3
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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.*

Learning Activities

Cases and simulations

Notes

The module is based on the relevance that consumers take decisions at the psychological level and these are the result of marketing efforts.