

Liverpool John Moores University

Title: CONSUMER PSYCHOLOGY
Status: Definitive
Code: **6016BUSMK** (117104)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Vito Tassiello	Y

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 52
Total Learning Hours: 240 **Private Study:** 188

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	11
Seminar	28
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	2 hour written examination paper.	80	2
Presentation	Pres	15 minute presentation.	20	

Aims

This module aims to examine the major areas of psychological research in human cognition, such as attention and memory, and how they apply to the study of consumer behaviour.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate major cognitive theories such as perception, attention, memory, learning thinking and language.
- 2 Identify and summarise key concepts in consumer psychology and evaluate how such theories may inform strategic marketing decisions.
- 3 Analyse human cognitive abilities and how they may manifest in a consumer behaviour context such as advertising.

Learning Outcomes of Assessments

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

Examination	1	2	3
Presentation	2	3	

Outline Syllabus

1. *Consumer psychology: what it is and how it emerged*
2. *Memory*
3. *Learning*
4. *Consumer memory and learning*
5. *Attention*
6. *Perception*
7. *Language*
8. *Advertising Psychology*
9. *Emotions*
10. *The emotional consumer*
11. *Motivation*
12. *Motivational determinants of consumer behaviour*
13. *Identity and consumption*
14. *Problem Solving*
15. *Decision making*
16. *Consumer decision making and brand loyalty*
17. *The older consumer*

Learning Activities

Lectures, seminars and tutorials

Notes

Cognitive Psychology and Consumer Psychology have a heavy research foundation. Accordingly, students are expected to read up to date research articles within the area of consumer psychology and consumer behaviour and critically analyse such

research during the module assessment.