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Title: Consumer Psychology  
Status: Definitive  
Code: **6031BUSMK** (121491)  
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:** 47  
**Total Learning Hours:** 200      **Private Study:** 153

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	22
Tutorial	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Exam	100	3

### Aims

*This module builds upon the Level 4 Consumer Behaviour module and further drills down how the psychological elements of human cognition, such as attention and memory, apply to the understanding of consumers and their behaviours in a marketing context.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate major behavioural, cognitive and biological perspectives of psychology such as perception, attention, memory and learning.
- 2 Critically understand, identify and summarise key concepts in consumer psychology and evaluate how such theories may inform strategic marketing decisions.
- 3 Critically analyse human cognitive abilities and how they manifest in a consumer behaviour context such as advertising.

## Learning Outcomes of Assessments

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

3 hour exam	1	2	3
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## Outline Syllabus

1. *Introduction to psychology*
2. *Psychological perspectives*
3. *Reductionism within psychology*
4. *Attention*
5. *Perception*
6. *Multi-sensory perceptual psychology*
7. *Sensory memory*
8. *Working/Short term memory*
9. *Explicit long term memory*
10. *Implicit long term memory*
11. *Behavioural learning*
12. *Cognitive learning*
13. *Decision making models*
14. *Pre-purchase behaviour*
15. *Heuristics*
16. *Emotion*
17. *Psychology in different consumers*

## Learning Activities

Lectures will be taught over a two hour block, one a week in semester one. All topics will start with a dedicated reference to the academic foundation of the psychological aspect of the topic, with the latter part of the lecture dedicated to the application to marketing context. Seminars are designed to reinforce the theory and application, with students identifying how consumer psychology is applied to real world situations.

## **Notes**

Behavioural, cognitive and biological perspectives of consumer psychology, has a heavy research foundation. Accordingly, students are expected to read up to date research articles within the field. They are also expected to critically analysis this research during the module assessment.