

Summary Information

Module Code	6031BUSMK
Formal Module Title	Consumer Psychology
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
Seminar	22
Tutorial	11

Module Offering(s)

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

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate major behavioural, cognitive and biological perspectives of psychology such as perception, attention, memory and learning.
MLO2	2	Critically understand, identify and summarise key concepts in consumer psychology and evaluate how such theories may inform strategic marketing decisions.
MLO3	3	Critically analyse human cognitive abilities and how they manifest in a consumer behaviour context such as advertising.

Module Content

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
Module Overview	This module builds upon the Consumer Behaviour module and further discusses 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.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	3 hour exam	100	3	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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