

### Summary Information

|                     |                             |
|---------------------|-----------------------------|
| Module Code         | 7140DMKT                    |
| Formal Module Title | Digital Consumer Psychology |
| Owning School       | Business and Management     |
| Career              | Postgraduate Taught         |
| Credits             | 20                          |
| Academic level      | FHEQ Level 7                |
| Grading Schema      | 50                          |

### Teaching Responsibility

|                                   |
|-----------------------------------|
| LJMU Schools involved in Delivery |
| Business and Management           |

### Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Online               | 10    |
| Seminar              | 20    |

### Module Offering(s)

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

### Aims and Outcomes

|      |  |
|------|--|
| Aims | This module aims to provide students with a critical understanding of the psychological elements of human cognition, such as attention and memory, in order to understand the behaviour of consumers in a digital marketing context. |
|------|--|

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

**Learning Outcomes**

| Code | Number | Description   |
|------|--------|---|
| MLO1 | 1      | Critically evaluate major cognitive, behavioural and biological aspects of consumer psychology such as perception, attention, memory and learning |
| MLO2 | 2      | Critically appraise key theoretical concepts of consumer psychology in order to understand how they may aid strategic digital marketing decisions |
| MLO3 | 3      | Critically analyse human cognitive abilities and how they manifest in a context such as online consumer decision making                           |

**Module Content**

|                        |  |
|------------------------|--|
| Outline Syllabus       | Psychological perspectivesAttentionPerceptionMemoryBehavioural learningCognitive learningIntroduction to UXHeuristicsEmotionDecision-making behaviours   |
| Module Overview        | Gain a critical understanding of the psychological elements of human cognition, such as attention and memory, in order to understand the behaviour of consumers in a digital marketing context.  |
| Additional Information | The various elements of consumer psychology have a significant research background. Students are, therefore, expected to examine and keep up-to-date with this exciting field of research by critically applying it to a range of digital scenarios. |

**Assessments**

| Assignment Category | Assessment Name  | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|------------------|--------|--------------------------|---------------------------------|
| Essay               | 4,000 word essay | 100    | 0                        | MLO1, MLO2, MLO3                |

**Module Contacts**

**Module Leader**

| Contact Name      | Applies to all offerings | Offerings |
|-------------------|--------------------------|-----------|
| Svetlana Bialkova | Yes                      | N/A       |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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