

Liverpool John Moores University

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Title: Digital Consumer Psychology
Status: Definitive
Code: **7140DMKT** (126748)
Version Start Date: 01-08-2021

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

Team	Leader
Svetlana Bialkova	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 30
Total Learning Hours: 200 **Private Study:** 170

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	10
Seminar	20

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	4000 word essay	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

4,000 word essay	1	2	3
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Outline Syllabus

Psychological perspectives

Attention

Perception

Memory

Behavioural learning

Cognitive learning

Introduction to UX

Heuristics

Emotion

Decision-making behaviours

Learning Activities

Each week will contain two parts, a lecture and a seminar. The lecture will allow students to explore key theory in this evolving field and the seminar will be used to discuss and apply this theory in a digital context.

Notes

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.