Liverpool John Moores University

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Title:	CONSUMER BUYER BEHAVIOUR AND DECISION MAKING
Status:	Definitive but changes made
Code:	7502MK (103657)
Version Start Date:	01-08-2011
Owning School/Faculty:	Liverpool Business School

Teaching School/Faculty: Dublin Business School

Team	emplid	Leader
Karon Meehan		Y

Academic Level:	FHEQ7	Credit Value:	15.00	Total Delivered Hours:	39.00
Total Learning Hours:	150	Private Study:	111		

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Closed book examination	100.0	3.00

Aims

To introduce students to the economic, social, psychological and technological dimensions of consumer buyer behaviour and to demonstrate how these dimensions inform marketing decision making.

With a view to engendering an appreciation of the implications of consumer buying actions for organisations in dynamic marketing environments.

Learning Outcomes

After completing the module the student should be able to:

- 1 Discriminate between different theoretical perspectives on consumer behaviour.
- 2 Critically evaluate a variety of consumer research techniques.
- 3 Identify and use appropriate demographic and other behavioural bases for market segmentation.
- 4 Analyse the changing nature of the consumer via technology.

Learning Outcomes of Assessments

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

Essay 1 2 3 4

Outline Syllabus

Contextualise consumers in the market place The individual nature of the consumer, motivvation, perception, learning, attitudes Society and the consumer Group influence, household life cycle, opinion leadership, culture, age sub-cultures Consumer decision making Change processes Diffusion of innovations, fashion systems Technology and the consumer, database marketing, CRM, E-Consumers

Learning Activities

The module will be delivered by three hour seminars, which will involve formal tutor input coupled with student interactive exercises, case analysis, article precis, video, small group exercises.

Formative Assessment: Students at the beginning of the module are directed to previous exam papers and questions on Black Board. They are encouraged to attempt any questions as they progress throughout the syllabus and are advised that the tutor is happy to comment on their attempts as an aid to revision, exam style preparation and general technique.

References

Course Material	Book
Author	Soloman M et al
Publishing Year	2002
Title	Consumer Behaviour: A European Perspectives
Subtitle	

Edition	2nd Ed.
Publisher	Prentice Hall
ISBN	

Notes

This module takes an integrative approach, stressing the significance of consumer buying behaviour for any business, public sector or not-for- profit organisation. The examination will assess the students knowledge of relevant theory and his/her understanding of this through their ability to analyse and develop solutions to marketing problems.