

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	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.

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.