LIVERPOOL JOHN MOORES UNIVERSITY

Digital Consumer Psychology

Module Information

2022.01, Approved

Summary Information

Module Code	7502UNIDM
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	30

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	28 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	
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	Essay	50	0	MLO1, MLO2
Report	Report	50	0	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