

Consumer Behaviour

Module Code:	MAR5001-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Module Leader:	Dr Rachael Maxwell

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDA	University of Bradford / Full Year (Sept - Aug)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To create awareness and understanding of the influences on consumer behaviour and the process of decision making.

To put these concepts into the context of marketing management.

Outline Syllabus

The nature of Consumer Behaviour.

Individual and environmental influences on the consumer.

Information on behaviour.

The process of decision making and consumption.

Attitude formation and change.

Consumer Behaviour and marketing. Discussions on sustainable development.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 analyse and use influences on behaviour. Planning marketing activities in the context of understood behavioural processes and influences.
- 2 evaluate marketing activity in behavioural frameworks.
- 3 have communication, group dynamics, and written presentation skills.

Learning, Teaching and Assessment Strategy

Lectures will be supplemented by project based tutorial assignments. Feedback will be given orally in tutorials.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination closed book	2 hours	100%	Yes

Legacy Code (if applicable)

MAN0702M

Reading List

To view Reading List, please go to [rebus:list](#).