

**Consumer Behaviour (in-company)**

|                |                      |
|----------------|----------------------|
| Module Code:   | MAR5009-B            |
| Academic Year: | 2018-19              |
| Credit Rating: | 20                   |
| School:        | School of Management |
| Subject Area:  | Marketing            |
| FHEQ Level:    | FHEQ Level 5         |
| Module Leader: | Donia Waseem         |

Additional Tutors:

Pre-requisites:

Co-requisites:

**Contact Hours**

| Type           | Hours |
|----------------|-------|
| Lectures       | 15    |
| Tutorials      | 15    |
| Directed Study | 170   |

**Availability Periods**

| Occurrence | Location/Period                                 |
|------------|-------------------------------------------------|
| 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      LO 1.1 analyse and apply influence on behaviour.  
         LO 1.2 demonstrate knowledge of contemporary issues in consumer behaviour  
         LO 1.3. evaluate marketing activity within behavioural frameworks
- 2      LO 2.1 plan marketing activities in the context of recognised behavioural processes  
         and influences  
         LO 2.2 critically analyse the role of media as vehicle which influences buying  
         behaviour
- 3      LO 3.1 communicate effectively orally and in writing  
         LO 3.2 understand group dynamics

### **Learning, Teaching and Assessment Strategy**

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. Lectures will be supplemented by project based tutorial assignments. Work based tasks will be designed to demonstrate how the theory of consumer behaviour is applied in the work place. Some of the tutorial sessions will be conducted online, Assessment will be an individual assignment based on a case study and work place experience. Feedback will be given orally in on-line tutorials and written feedback will be provided on the assignment

### **Mode of Assessment**

| Type      | Method     | Description           | Length      | Weighting | Final Assess' |
|-----------|------------|-----------------------|-------------|-----------|---------------|
| Summative | Coursework | Individual assignment | -4000 words | 100%      | Yes           |

### **Legacy Code (if applicable)**

MAN2013M

### **Reading List**

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