

Understanding Consumers

Module Code:	MAR5010-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Module Leader:	Elvira Ismagilova

Additional Tutors:
Donia Waseem

Pre-requisites:	Foundations of Marketing 2016-17
Co-requisites:	

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To develop the knowledge and skills that are required to understand, explain, research, and influence the behaviour of consumers.

Outline Syllabus

The nature of consumer behaviour
Individual and environmental influences on consumer behaviour
Stages and roles in consumer decision-making

Learning and memory
 Consumer motivation
 Culture and consumption
 Ethics of consumption
 Methods for researching and understanding consumers
 Defining research problems and information needs and specifying research objectives.
 Implementing qualitative and quantitative research.
 Presenting results for marketing decisions.
 Evaluating research.

Module Learning Outcomes

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

- 1
 - 1 a) Recognize and evaluate important influences on consumer behaviour.
 - 1 b) Understand and apply the appropriate use of marketing research techniques, including the specification of marketing problems and application of analysis frameworks.
 - 1 c) Appreciate how theory and research relating to consumer behaviour can contribute to effective marketing practice.

- 2
 - 2 a) Analyze and explain key aspects of consumer behaviour, using appropriate theoretical concepts and frameworks.
 - 2 b) Design and implement market research to better understand the needs and behaviour of consumers, using appropriate methods to collect, process and analyse data.
 - 2 c) Apply your knowledge of consumers' behavioural influences and processes in order to develop more effective marketing strategies.

Learning, Teaching and Assessment Strategy

24 lectures and 12 tutorials. Lectures will be supplemented by project based tutorial assignments. Formative feedback will be given orally in tutorials. Assignment work is given written feedback.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Closed book examination	1.5 hours	50%	Yes
Summative	Coursework	Group Practical Projects; Supplementary: individual assignment of 1000 words		50%	No

Legacy Code (if applicable)

Reading List

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