

Consumer Behaviour

Module Code:	MAR7011-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites: Marketing, Planning and Strategy 2016-17

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To develop a critical understanding of the nature of, and influences on, consumer behaviour. To enable students to be able to critically discuss consumer behaviour concepts within the context of marketing management and in a wider, societal context, through experience in the use of models, frameworks and techniques.

Outline Syllabus

The nature of consumer behaviour; consumer research; the context of consumption; consumer culture and meaning; consumers as interpreters (e.g. motivation, involvement, learning, attitudes, self-concept, personality); consumers in a social context (e.g. social

class, lifestyle, groups); consumer action (e.g. innovation, satisfaction, deviance, disposition).

Module Learning Outcomes

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

- 1 Identify and critically discuss the key concepts and theories of consumer behaviour.
- 2 Apply consumer behaviour concepts and theories to marketing related problems.
- 3 Critically review literature;
Work effectively in groups.

Learning, Teaching and Assessment Strategy

Lectures and seminars will provide students with the information required to enhance their knowledge and gain critical awareness of the nature of, and influences on, consumer behaviour (LO 1,1). In the seminars the emphasis will be on student participation in critical discussion and application of contemporary and key consumer behaviour concepts and skills to both real world and academic practical and research problems (LO 1.1, 2.1,3,1,2). These skills and abilities will be formatively assessed through peer and tutor discussion and summatively assessed through an individual critical literature review and a group observational research project (LO 1.1, 2.1, 3.1,2) . In addition formative feedback to support the development of knowledge, discipline and personal skills will be provided by the seminar leader through the VLE discussion board. Support for the coursework will be provided through participative workshops including formative feedback on student assignment plans. The syllabus is continuously updated through the use of contemporary literature, text book and cases. This is explicitly assessed through the individual assignment where students have to identify a current consumer trend and locate that trend within some explanatory literature to develop a research agenda. ESD is embedded throughout the module. Lecture content includes, environmental implications of consumer society (including disposal, recycling, engaging consumers in green consumption), social implications of consumer society (including a critical appraisal of gender and race issues in advertising).

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Group Assignment of up to 3000 words	-3000 words	50%	Yes
Summative	Coursework	Group assignment	-3000 words	50%	No

Legacy Code (if applicable)

MAN4251M

Reading List

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