

Module Details	
Module Title:	Consumer Behaviour (in-company)
Module Code:	MAR5009-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	15
Tutorials	15
Directed Study	170

Availability	
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.

Learning Outcomes

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 activities. Work based tasks will be designed to demonstrate how the theory of consumer behaviour is applied to relevant markets, Assessment will be an individual assignment based on a case study and work place experience. Feedback will be given primarily via email and VLE and written feedback will be provided on the assignment

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Individual assignment	-4000 words	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.