

Module Details	
Module Title	Consumer Behaviour (in company)
Module Code	MAR5009-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	10
Tutorials	15.5
Directed Study	174.5

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

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. The module content will also support the development of mapped Knowledge Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.

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. Specific Knowledge elements of the relevant apprenticeship standard to be delivered: and support and build on the knowledge gained in MAR4006-B: D1.1 Evaluate sales and marketing theories to inform strategy D2.1 Critically evaluate types of market segmentation and apply to own organisations customer base D2.2 Analyse segments in relation to own organisation and propose a strategy to assist targeting

Learning Outcomes	
Outcome Number	Description
01	1.1 analyse and apply influence on behaviour. 1.2 demonstrate knowledge of contemporary issues in consumer behaviour 1.3. evaluate marketing activity within behavioural frameworks
02	2.1 Plan marketing activities in the context of recognised behavioural processes and influences 2.2 Critically analyse the role of media as vehicle which influences buying behaviour
03	3.1 communicate effectively orally and in writing 3.2 understand group dynamics

Learning, Teaching and Assessment Strategy
In line with programme learning and teaching strategy this module adopts a blended approach to learning and involves 3 main approaches. 1. On campus, face to face teaching over a block week. This will be a mix of lectures and tutorials and will include group work within tutorials. 2. An element of distance learning between face to face sessions. for this 20-credit module this will consist of 2x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment. 3. Work based learning. You will be set tasks based on applying on-going learning to your work experience. The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate. During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard. 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. Coursework will involve an element of reflective writing.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	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.

