

Module Details	
Module Title:	Consumer Behaviour
Module Code:	MAR7505-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
To develop the knowledge and skills that are required to understand, explain, research, and influence the behaviour of consumers. 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. To provide understanding of what consumer insights are and how companies can use them.

Outline Syllabus

The study on consumer behaviour, individual decision process, group decision process, situational effects, consumer perception, consumers as individuals-the self-concept, consumer motivation and emotion, attitudes, group influence, culture and consumer, meaning, income and social class, ethics and sustainability, consumer responses to innovations, consumer insights, understanding the nature of marketing research, qualitative research, quantitative research, observation research, research ethics.

Learning Outcomes

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.
4	Identify the specific uses of a range of marketing research techniques/methodologies in the marketing and business environment.
5	Work effectively in groups.

Learning, Teaching and Assessment Strategy

24 lectures and 12 tutorials. Lectures will be supplemented by project based tutorial assignment. Lectures and seminars will provide students with the information required to enhance their knowledge and gain critical awareness of consumer behaviour and marketing research. (LO 1, 4). Tutorials will be used to reinforce the taught component and formative assessments will allow for monitoring progress. These will be supplemented by web-based learning and self-directed learning to support each topic will take place within the directed study time. Formative feedback is provided in the tutorials and lectures. 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, 2, 3, 4, 5).

Assessment is based on individual coursework aimed at demonstrating the depth of understanding the behaviour of consumers, their decision making process and application of research and analysis techniques. Oral formative feedback is given regularly by tutors during tutorials. Written summative feedback is given after the submission of coursework.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Individual assignment (3000 words)	0-3000 words	100%
Formative	Classroom test	In-class quiz (5-10 minutes after each lecture)	10 minutes	%

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.