

Consumer Behaviour

Second year module

Lecturer: [Professor Isabelle Szmigin \(/staff/profiles/business/szmigin-isabelle.aspx\)](/staff/profiles/business/szmigin-isabelle.aspx)

The module develops students' understanding of consumer research and its usefulness for marketing management in its application to how consumers behave. It explains the theoretical underpinning and practical implications of consumer behaviour for business and examines forces shaping consumer choice in modern society. Key areas studied in detail include decision making, perception, learning, attitude development, personality, involvement and motivation. It also considers the effects of the social environment and culture upon consumer behaviour.

Learning Outcomes

By the end of the module the student should be able to

- Define, illustrate and critically analyse the main components of consumer behaviour
- Understand the implications of consumer behaviour theories for business and wider society
- Understand alternative ways of thinking about consumers as individuals and within their families, groups and broader cultural context
- Evaluate the contribution of consumer behaviour to marketing management

Assessment

One piece of group coursework (Maximum 3,000 words) and one 2 hour written examination. Course (25%) Examination (75%)