

H9CONB: The Contemporary Consumer

Module Code:	H9CONB
Long Title	The Contemporary Consumer APPROVED
Title	The Contemporary Consumer
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	Darach Turley
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Demonstrate a critical appreciation of the breadth of 'consumer behaviour', its rational and non-rational dimensions, and its social ramifications.
LO2	Appreciate the changing nature of customer behaviour and evaluate the implications for marketing management and marketing communications theory and practice
LO3	Identify how the role of traditional factors in consumer behaviour changes with the migration to online marketing platforms, including the influence of EWOM and online communities.
LO4	Demonstrate the ability to identify and engage critically with a body of current research literature on a contemporary issue in either online or offline consumer behaviour
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction to Consumer Behaviour What is consumption? Online and offline consumption, brief introduction to what is coming up in module			
The self – self concept and the ‘many selves’ extended self, digital self, evolving self, the constructed self, self -esteem – and how all these selves consume and represent themselves both online and offline.			
Consumer motivation and involvement motivation theories, values, culture			
Consumer decision making pre-purchase, the purchase event and post-purchase behaviour including regret and complaining behaviour			
Attitudes attitude formation, changing attitudes, do attitudes predict behaviour?			
Family consumption family decision making – children, teenagers, silver market, the influence of social class			
Reference groups and lifestyle sub-cultures, SM influencers			
The dark side of consumer behaviour addictive consumption, shoplifting, debt, materialism etc.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	CA 1	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Individual essay submission Students are presented with a list of about 30 CB topics and can select any one to examine in-depth from a CB point of view, using theory, frameworks etc. Examples include Online Gambling, Funerals, Gift Giving.			
Assessment Type:	CA 2	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: In pairs/max. group of 3 students are provided with the most up-to-date Euromonitor Consumer Trends report on Moodle. They must select one trend, do a brief literature review on it and then create a new product/service that ties in to the trend.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description Reassessment Detail The student must submit both elements of assessment but a pass grade can be obtained by a combination of the marks i.e. the student does not have to pass both elements to complete the module. If a student fails to achieve a passing grade across both assessments they must undertake a repeat piece of work.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Independent Learning	Independent learning	95	Per Semester	7.92
Total Weekly Contact Hours				2.50
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Once per semester	2.50
Total Weekly Contact Hours				2.50

Module Resources	
<i>Recommended Book Resources</i>	
<p>Michael R. Solomon, Gary Bamossy, Søren Askegaard, Margaret K. Hogg. (2019), Consumer Behaviour, 7th. Pearson/Education.</p> <p>Shetna, Z. and Blythe, J.,. (2019), Consumer Behaviour, 4th Ed. Sage Publishing, London.</p>	
<i>Recommended Article/Paper Resources</i>	
<p>Journal of Consumer Research.</p> <p>Journal of Consumer Behaviour.</p> <p>Journal of Consumer Marketing.</p> <p>Journal of Marketing.</p> <p>Consumption, Markets and Culture.</p> <p>Journal of Consumer Psychology.</p>	
<i>This module does not have any other resources</i>	
Discussion Note:	