

H7CB: Consumer Behaviour

Module Code:	H7CB
Long Title	Consumer Behaviour APPROVED
Title	Consumer Behaviour
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
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 an appreciation of Consumer Behaviour as an academic discipline.
LO2	Analyse the role of consumer behaviour in marketing strategy formulation for B2C and B2B markets in an international and digital context.
LO3	Collate the conceptual paradigms, frameworks and theories of Customer Behaviour and apply this knowledge to Marketing.
LO4	Appreciate the changing nature of Customer Behaviour and evaluate the implications for marketing management and marketing communications theory and practice.
LO5	Evaluate the importance of Consumer Behaviour in understanding external influences in marketing.
LO6	Understand the complexities of the Consumer from a Self-viewpoint, what it is to be cognisant and perceive and the way we use memory
Dependencies	
Module Recommendations	
69726	H7CB Consumer Behaviour
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
TOPIC 1 · Intro to the topic and factors that influence human behaviour · Marketing of individuals, places, events, themes · Introduction to the Philosophy of Mind (Descartes, Lock, Searle) · The Rise of Artificial Intelligence			
TOPIC 2 · Ideas on Perception and how we view the world · The Role of News and how its consumed · The Rise of Fake News, Conspiracy Theories and Data Breaches			
TOPIC 3 · Red & Blue Ocean marketing concepts · The Consumer Decision Making Process · Ideas on Motivation · Introduction to Consciousness · Intelligence Definitions and Measures			
TOPIC 4 · The Individual · The ways we Learn · the Human Memory System · The importance of Sleep			
TOPIC 5 · Generations · Personality Types · The Real Vs the Virtual Self · Body Language and Dreams			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	CA 1	% of total:	20
Assessment Date:	n/a	Outcome addressed:	1,3,6
Non-Marked:	No		
Assessment Description: Individual essay submission on concepts of marketing including concepts of the self. Typically, c. 3,000-word essay.			
Assessment Type:	CA 2	% of total:	80
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6
Non-Marked:	No		
Assessment Description: Significant group submission. Groups are 3-4 students. Multi part CA brief covering all parts of the module that students will submit as a single document. Each student will be marked individually on their contribution. Typically involves a presentation, either in class or video recording submitted with the written.			
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 The repeat assessment strategy for this module is broken into the above component parts. A learner who fails the assignment will be given a new piece of work to complete. Students who fail to attempt the assignment may be given the original 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	36	Per Semester	3.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning Time	Independent learning	202	Per Semester	16.83
Total Weekly Contact Hours				4.00

Module Resources	
<i>Recommended Book Resources</i>	
Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M.K., (2019), Consumer Behaviour; A European Perspective, 7th Edition. Prentice Hall Europe.	
<i>Supplementary Book Resources</i>	
Assael, H.. (2006), Consumer Behaviour; A Strategic Approach,, Houghton Mifflin. Blythe, J.. (2014), Consumer Behaviour, Sage Publications. Brown, S. & Turley, D. (1997), Consumer Research: Postcards from the Edge, Routledge. East, R., Vanhuele, M. & Wright M.,. (2016), Consumer Behaviour: Applications in Marketing, 3rd Ed. Sage Publications. Evans, M.M., Foxall, G. & Jamal, A. (2009), Consumer Behaviour, 2nd Edition. John Wiley & Sons. Linehan, M.. (2014), Consumer Behaviour; Irish Patterns & Perspectives, Gill & Macmillan (Kindle Edition Amazon Digital Services, Inc.). Schiffman L.G.. (2012), Consumer Behaviour: A European Outlook, Trans-Atlantic Publications.	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	