

## H7CB: Consumer Behaviour

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|--|---|--------------------|
| <b>Module Code:</b>  | H7CB  |                    |
| <b>Long Title</b>  | Consumer Behaviour <b>APPROVED</b>  |                    |
| <b>Title</b>   | Consumer Behaviour  |                    |
| <b>Module Level:</b>   | LEVEL 7   |                    |
| <b>EQF Level:</b>  | 6   |                    |
| <b>EHEA Level:</b>   | First Cycle   |                    |
| <b>Credits:</b>  | 10  |                    |
| <b>Module Coordinator:</b>   | MICHAEL BANE  |                    |
| <b>Module Author:</b>  | MICHAEL BANE  |                    |
| <b>Departments:</b>  | School of Business  |                    |
| <b>Specifications of the qualifications and experience required of staff</b> |   |                    |
| <b>Learning Outcomes</b>   |   |                    |
| <i>On successful completion of this module the learner will be able to:</i>  |   |                    |
| <b>#</b>   | <b>Learning Outcome Description</b>   |                    |
| 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                          |                    |
| <b>Dependencies</b>  |   |                    |
| <b>Module Recommendations</b>  |   |                    |
| 69726  | H7CB  | Consumer Behaviour |
| <b>Co-requisite Modules</b>  |   |                    |
| No Co-requisite modules listed   |   |                    |
| <b>Entry requirements</b>  |   |                    |

# H7CB: Consumer Behaviour

| Module Content & Assessment   |          |
|---|----------|
| <b>Indicative Content</b>   |          |
| <b>TOPIC 1</b><br>· 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 |          |
| <b>TOPIC 2</b><br>· 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  |          |
| <b>TOPIC 3</b><br>· Red & Blue Ocean marketing concepts · The Consumer Decision Making Process · Ideas on Motivation · Introduction to Consciousness · Intelligence Definitions and Measures  |          |
| <b>TOPIC 4</b><br>· The Individual · The ways we Learn · the Human Memory System · The importance of Sleep  |          |
| <b>TOPIC 5</b><br>· Generations · Personality Types · The Real Vs the Virtual Self · Body Language and Dreams   |          |
| <b>Assessment Breakdown</b>   | <b>%</b> |
| Coursework  | 100.00%  |

## Assessments

| Full Time   |      |                           |             |
|---|------|---------------------------|-------------|
| <b>Coursework</b>   |      |                           |             |
| <b>Assessment Type:</b>   | CA 1 | <b>% of total:</b>        | 20          |
| <b>Assessment Date:</b>   | n/a  | <b>Outcome addressed:</b> | 1,3,6       |
| <b>Non-Marked:</b>  | No   |                           |             |
| <b>Assessment Description:</b><br>Individual essay submission on concepts of marketing including concepts of the self. Typically, c. 3,000-word essay.  |      |                           |             |
| <b>Assessment Type:</b>   | CA 2 | <b>% of total:</b>        | 80          |
| <b>Assessment Date:</b>   | n/a  | <b>Outcome addressed:</b> | 1,2,3,4,5,6 |
| <b>Non-Marked:</b>  | No   |                           |             |
| <b>Assessment Description:</b><br>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   |      |                           |             |
| <b>Reassessment Requirement</b>   |      |                           |             |
| <b>Coursework Only</b><br><i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>  |      |                           |             |
| <b>Reassessment Description</b><br>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.  |      |                           |             |

## H7CB: Consumer Behaviour

| <b>Module Workload</b>                      |                                    |              |                  |  |
|---|------------------------------------|--------------|------------------|--|
| <b>Module Target Workload Hours 0 Hours</b> |                                    |              |                  |  |
| <b>Workload: Full Time</b>                  |                                    |              |                  |  |
| <i>Workload Type</i>                        | <i>Workload Description</i>        | <i>Hours</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| 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

### *Recommended Book Resources*

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M.K., (2019), *Consumer Behaviour; A European Perspective*, 7th Edition. Prentice Hall Europe.

### *Supplementary Book Resources*

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.

*This module does not have any article/paper resources*

*This module does not have any other resources*

**Discussion Note:**