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## MODULE DESCRIPTOR

### Module Title

Consumer Behaviour

Reference	BS2116	Version	6
Created	April 2018	SCQF Level	SCQF 8
Approved	July 2019	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

### Aims of Module

The aim of this module is to develop the students' knowledge, understanding and contextualisation of Consumer Behaviour.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Demonstrate understanding of the basic psychological and sociological principles, theories and models relevant to Consumer Behaviour.
- 2 Evaluate basic psychological and sociological principles, theories and models in relation to consumption.
- 3 Apply basic psychological and sociological principles, theories and models to a practical consumer context.

### Indicative Module Content

The module includes the following topics: Motivations, Attitudes, Perception & Personality, Environment & Culture, Reference groups, Sub-cultures, Involvement, Learning, Memory, Post-Purchase Behaviour, Consumer Misbehaviour and Ethical Consumption.

### Module Delivery

This module will be delivered by a combination of formal lectures and tutorials. Lectures will draw on a broad range of sources to discuss the key theories of Consumer Behaviour. Tutorials will be used to further test knowledge and understanding and apply theory to practice. Additionally, students will be directed to work independently with a range of materials.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3  
 Description: Group Written Assessment

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by a portfolio of student work: Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module None.  
 Corequisites for module None.  
 Precluded Modules None.

**INDICATIVE BIBLIOGRAPHY**

- 1 SETHNA, Z. and BLYTHE, J., 2016. *Consumer Behaviour*. 3rd ed. London: Thomson Learning.
- 2 SCHIFFMAN, L. and KANUK, L., 2007. *Consumer behavior*. 9th ed. Harlow: Pearson Higher Education.
- 3 SZMIGIN, I. and PIACENTINI, M., 2014. *Consumer Behaviour*. Oxford: Oxford University Press.
- 4 WRIGHT, R., 2006. *Consumer behaviour*. London: Thomson Learning. *ebook*