**This Version is No Longer Current**
The latest version of this module is available here

## MODULE DESCRIPTOR

### Module Title

Consumer Behaviour

| | | | |
|---|---|---|---|
| Reference | CB2116 | Version | 1 |
| Created | January 2020 | 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 |
| *Actual Placement hours for professional, statutory or regulatory body* | | |

| Module Ref: | CB2116 v1 |
|---|---|

## 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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|---|---|
| **A** | The student needs to achieve an A in C1. |
| **B** | The student needs to achieve a B in C1. |
| **C** | The student needs to achieve a C in C1. |
| **D** | The student needs to achieve a D in C1. |
| **E** | The student needs to achieve an E in C1. |
| **F** | The student needs to achieve an F in C1. |
| **NS** | 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*