

## MODULE DESCRIPTOR

### Module Title

Consumer Behaviour

Reference	CB2116	Version	3
Created	February 2024	SCQF Level	SCQF 8
Approved	July 2019	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

### Aims of Module

The aim of this module is to develop the students' knowledge, understanding and contextualisation of Consumer Behaviour through the introduction of relevant theory and contemporary examples.

### 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 provides insight into consumer behaviour through the evaluation of: Consumer motivations, Consumer attitudes, Perception & Personality, Environment & Culture, Reference groups, Sub-cultures, Involvement and Risk, Learning, Memory, Post-Purchase Behaviour, Consumer Misbehaviour, Ethical Consumption, the role of technology and the application of sustainable consumption. Students will be engaged with UNESCO's Education for Sustainable Development Systems Thinking, Critical Thinking, Self-awareness and Normative competencies, as they analyse complex theory, question norms, behaviour practices and opinions, reflect on their own behaviour and perceptions, and consider conflicts of interest and contradictions in the development 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:	Individual 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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<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*