

This Version is No Longer Current
 The latest version of this module is available [here](#)

MODULE DESCRIPTOR

Module Title

Consumer Psychology

Reference	CB4324	Version	1
Created	January 2020	SCQF Level	SCQF 10
Approved	July 2019	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

The aim of this module is to develop the students' ability to analyse, critically evaluate and apply theories of Psychology, Sociology, Social Psychology in a consumer context.

Learning Outcomes for Module

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

- 1 Analyse current theories of Psychology, Sociology and Social Psychology in a consumer context.
- 2 Critically evaluate the adoption of theory and models of Psychology, Sociology and Social Psychology in relation to consumption.
- 3 Develop creative insight by contextualising Psychology, Sociology and Social Psychology theories to practice.

Indicative Module Content

Consumption; Consumerism; Self Identity; Buying Behaviour models; Shopper Typologies; Semiotics; Involvement; Rebel Consumers; Experiential marketing and consumption; Choice; Conspicuous consumption; Signalling strategies; Haptic and non-haptic cues; Information Asymmetry; Postmodernism; Symbolic consumption; Ethical consumerism; Subcultural Consumption and Tribes.

Module Delivery

This module will be delivered by a combination of formal lectures, workshops and student-led tutorials. The lectures will develop and analyse current thinking in consumer psychology from a range of sources. Workshops and student-led tutorials will be used to develop and contextualise theories and concepts covered. Additionally, students will be directed to independent research using a variety of materials.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	35	N/A
Non-Contact Hours	115	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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:
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.

ADDITIONAL NOTES

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Focusing, Adapting and Communicating.

INDICATIVE BIBLIOGRAPHY

- 1 BAGOZZI, R.P., GURHAN-CANLI, Z. and PRIESTER, J.R., 2002. *The social psychology of consumer behaviour*. Buckingham: Open University Press. *ebook*
- 2 FOXALL, G.R., GOLDSMITH, R. and BROWN, S., 1998. *Consumer psychology for marketing*. 2nd ed. London: Thomson.
- 3 SZMIGIN, I. and PIACENTINI, M., 2022. *Consumer behaviour*. 3rd Ed. Oxford: Oxford University Press.
- 4 YIANNIS, G. and LANG, T., 2015. *The unmanageable consumer*. 3rd ed. London: Sage.