

**This Version is No Longer Current**  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:
<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 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.