MODULE **DESCRIPTOR**

MODULE TITLE	CONTEMPORARY CONSUMERS		
MODULE CODE	MK2204 (L5)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE **AIMS**

Students develop their understanding of what influences consumer behaviour, and the importance of this knowledge in different business and marketing contexts. On this module learners will demonstrate and apply their understanding of consumer behaviour to investigate the impact of different patterns of consumption in society. Students will be exposed to contemporary examples in practice as they illustrate and evaluate theoretical aspects of consumer behaviour.

MODULE **CONTENT**

Indicative syllabus content:

- Introduction to consumer behaviour
- Contemporary perspectives on consumer behaviour
- Decision making and involvement
- Learning and memory
- Perception
- Personality and self
- Motivation, values, and lifestyles
- Culture and consumer behaviour
- E-customers: Online buying behaviour
- Attitude and Behaviour
- Household decision-making
- Groups and social class
- Innovation
- Future trends in consumer behaviour
- Consumer spatial behaviour
- Consumer society

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:

1. An understanding of behavioural, psychological and sociological aspects of consumer behaviour.
2. Demonstrate knowledge of a range of traditional and contemporary consumer behaviour theories and models.
3. Develop existing skills to apply consumer behaviour theories within marketing strategies.
4. Understand the main factors of the decision-making process.

TEACHING METHODS

Theory and examples are introduced in lectures and students are guided to engage in discussion or practical tasks and exercises in interactive seminars. Students will engage in independent out of class activities to observe consumers in authentic situations, in order to develop their understanding of the practical application of theory.

ASSESSMENT METHODS

This module is assessed through a written assignment and a report.