

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Consumer Psychology	<b>Level:</b>	5	<b>Credit Value:</b>	20
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<b>Module code:</b>	BUS549	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	C800
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<b>With effect from:</b>	September 17
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<b>School:</b>	Business	<b>Module Leader:</b>	Tracy Powell
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Scheduled learning and teaching hours	34 hrs
Guided independent study	166 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Business, Marketing and Consumer Behaviour	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Retail Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval: September 14

Date Revised: (to incorporate new programmes) February 17      Version: 5

Have any derogations received SQC approval?      Yes  No  N/A

If new module, remove previous module spec from directory?      Yes  No

## Module Aims

This module seeks to explain the underlying psychology of why we buy. This will take a holistic view exploring all aspects of the purchasing process starting from when a consumer first identifies a need for a product or service to when they finally dispose with the product after finishing with it. However, unlike a traditional marketing module, which is heavily influenced by self-report evidence from consumers, this module will utilize new experimental research exploring the underlying psychological mechanism that influences the consumer decision-making process at a sub-conscious level.

After studying this module students will:

- Understand the role that psychology plays in marketing.
- Understand the limitations of evidence collected using self-report mechanisms.
- Understand how marketers can use scientific research methods.

## Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Understand and critique a range of consumer psychology theories and concepts	KS1	KS6
		KS9	
2	Learn to read and critique consumer psychology experiments.	KS6	KS8
		KS9	KS10
3	Explain what consumer psychology is and why it is important to the marketing effort	KS1	KS6
		KS9	
4	Discuss and appraise the limitations of the traditional marketing paradigm	KS1	KS6
		KS9	

## Derogations

None

**Assessment:****Indicative Assessment One:**

Assessment 1 is a weekly blog. Rather than completing a traditional 2,000-word essay, students will be required to complete a weekly blog (5 blogs over the course of the module). Each blog entry will explore a topical issue from a consumer psychologist's perspective and will be approximate 400-500 words. The target audience for these blogs is a non-specialist and each blog should be both informative and entertaining to read. Although each blog is expected to be entertaining to read it should still have an underlying theoretical framework that is used to analyze/discuss the subject of the blog.

As well as writing their own blog, students will also be expected to comment on other student's blogs (a sentence or two). These comments will have an influence on the final mark they receive.

**Indicative Assessment Two:**

Assessment 2 is a series of four-discussion session and group presentation, which will occur roughly once a fortnight. Two weeks before each discussion session all the students will be e-mailed four articles (a mixture of case studies and journal articles) which they will be expected to read before the session. Once they arrive at the class, they will be split into a group of approximately four, and will be allocated one of the four articles and asked to critique the article and prepare a ten-minute presentation that they will deliver in the last hour. Although the presentation is a group presentation students will be marked individually on a range of factors including: individual performance (presentation style, content etc.) the difficulty of the paper/role, questions asked etc. After the 10-minute presentation, students will have a five-minute question session. Students will be debriefed after each session, although they will not be told their actual mark.

Although students are required to deliver four presentations, out of the four presentations the student's lowest mark will be dropped so that their final mark is an average of their best 3 grades.

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Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	3,4	Learning logs/journals	50		400-500 words per entry.
2	1,2	Presentation	50	2 hours preparation 10 min presentation, 5 min questions	

**Learning and Teaching Strategies:**

This module will be delivered using a combination of digital lectures, group tutorials, student-led discussion, practical exercises, directed and self-directed study.

**Syllabus outline:**

1. An introduction to Consumer Psychology
2. Individual Decision Making Process
3. Learning and Memory
4. Perception
5. Motivation and Values
6. The Self
7. Personality and Lifestyles
8. Attitudes
9. Attitude change and Interactive Communications
10. Shopping and atmospherics

## **Bibliography:**

### **Essential reading**

Jansonn-Boyd C. V. (2010) *Consumer Psychology*, Maidenhead, Open University Press.  
OR  
Solomon M. R. (2010). *Consumer behaviour: Global Edition 9th ed.*, Essex, UK: Pearson.

### **Other indicative reading**

#### **Textbooks**

Blackwell, R., Miniard, P., & Engel, J. (2001). *Consumer Behaviour, 9th ed.* Boston, M.A.:Harcourt College Publishers.  
Blythe, J. (2008). *Consumer Behaviour*. Stamford, C.T.: Thomson Learning.  
Evans, M., Jamal, A. & Foxall, G. (2006). *Consumer behaviour*. Hoboken, N.J.: John Wiley & Sons Ltd.  
Hoyer, W. & MacInnis, D. (2004). *Consumer Behaviour, 3rd ed.* Boston, M.A.: Houghton Mifflin Company.  
Loudon, D. & Della-Bitta, A. (1993). *Consumer Behaviour: Concepts and applications, 4th ed.* New York, N.Y.: McGraw-Hill.  
Schiffman, L., Kanuk, L. & Hansen, H. (2008). *Consumer behaviour: A European outlook*. Essex, UK: Pearson Education Ltd.  
Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. (2007). *Consumer Behaviour: Enhanced Media Edition, A European perspective, 3rd ed.* Upper Saddle River, N. J.: Financial Times Press

#### **Journals**

- *Journal of Consumer Psychology*
- *Psychology & Marketing*
- *Journal of Consumer Behaviour*
- *Journal of Consumer Research*

#### **Websites**

*Consumer Psychology Online*      [www.consumer-psychology.co.uk](http://www.consumer-psychology.co.uk)  
*Society for Consumer Psychology*      [www.myscp.org](http://www.myscp.org)

#### **Popular Science**

*(Not academic textbooks, but factually accurate and very readable. – far more fun than a textbook to read! They will provide you with detailed knowledge about individual topics, just don't cite them in an assignment)*

Adcock, P. (2011). *Supermarket shoppology*. Oxford, U.K.:Writersworld.  
Ariely, D. (2008). *Predictably irrational: The hidden forces that shape our decisions*. New York, N.Y.: Harper.  
Gladwell, M. (2005). *Blink: The power of thinking without thinking*. New York, N.Y.: Little, Brown and Co.  
Graves, P. (2010). *Consumer.ology: The market research myth, the truth about consumers and the psychology of shopping*. Boston: Nicholas Brealey.  
Kahneman, D. (2011). *Thinking, fast and slow*. New York: Farrar, Straus and Giroux.  
Lindström, M. (2008). *Buyology: Truth and lies about why we buy and the new science of desire*. S.I.: Random House.

Miller, G. (2009). *Spent: Sex, evolution, and consumer behavior*. New York N.Y.: Viking

Saad, G. (2011). *The consuming instinct: What juicy burgers, Ferraris, pornography, and gift giving reveal about human nature*. Amherst, New York, N.Y: Prometheus Books.

Thaler, R. H., & Sunstein, C. R. (2009). *Nudge: Improving decisions about health, wealth, and happiness*. New York, N.Y.: Penguin Books.

Underhill, P. (1999). *Why we buy: The science of shopping*. New York, N.Y.: Simon & Schuster.