

MODULE SPECIFICATION FORM

Module Title: Applied Consumer Psychology	Level: 6	Credit Value: 20
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Module code: BUS632	Cost Centre: GAMG	JACS3 code: N211
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Trimester(s) in which to be offered: 2	With effect from: April 2016
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Office use only: To be completed by AQSU:	Date approved: September 2014
	Date revised: April 2016
	Version no: 2

Existing/New: New	Title of module being replaced (if any): N/A
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Originating Academic Department: Business	Module Leader: Tracy Powell
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours: 6	
Independent study hours: 194	
Placement hours: 0	

Programme(s) in which to be offered: BSc (Hons) Marketing and Consumer Psychology	Pre-requisites per programme (between levels): None
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Module Aims:

While at university students enrolled on the BSc Marketing & Consumer Psychology degree spend a significant amount of time developing their academic skills and studying theoretical consumer psychology. Yet in the commercial sector, the way theory is applied to problems, and that research is conducted can differ considerably to the textbooks description. This module aims to bridge the gap by providing students with practical hands on experience, working with a business to tackle a genuine business problem relating to consumer psychology.

Students will be partnered with a business, and will be given an actual brief from a client to try and solve a genuine problem that the business is facing. Any students who are unable to be partnered with an actual business will be provided with a simulated business problem within the university. A typical project will see students complete a placement with the business, and during this time they will develop an intervention to tackle the problem. To assess the success or failure of their intervention they will be required to collect and analyze data which will be presented as part of their final report.

After studying this module students will:

- Be able to effectively communicate with clients (both orally & written).
- Conduct and manage a research project.

Intended Learning Outcomes:

At the end of this module, students will be able to

1. Understand the range of challenges faced by commercial organizations relating to consumer psychology & marketing. (KS3, KS6, KS6, KS8, KS9)
2. Analyze consumer problems faced by commercial organizations in a systematic and scientific method. (KS5, KS6, KS 8, KS9, KS10)
3. Plan and write a commercial research proposal that evaluates and synthesis all available information and presents an appropriate and feasible method to address the issue. (KS1, KS2, KS3, KS5, KS6, KS8, KS9, KS10)
4. Present scientific data and conclusions in a manner that is appropriate and accessible to commercial organizations. (KS1, KS2, KS3, KS4, KS5, KS6, KS8, KS9, KS10)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
1. Numeracy

Assessment:

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	LO: 1,2,3	Proposal	50%	N/A	1,000 words
2	LO: 1,2,4	Research Report	50%	N/A	3,000 words

Indicative Assessment One:

Assessment 1 is a commercial research proposal that requires students to outline: the research problem; provide some background to the problem and outline their proposed solution.

Indicative Assessment Two:

Assignment two is a commercial research report, that summaries the intervention and its effectiveness to the client. However, this assignment is designed to represent the totality of what students have learnt of the three years of the degree. Consequently, the student is expected to draw upon all of the previously studied modules to develop a suitable intervention, test it, and communicate the research to the client.

Learning and Teaching Strategies:

Although students will have a small number of taught lectures to help prepare them for their placement, the prime strategy will be 'learning by doing', this will be achieved by the student undertaking a placement.

Syllabus outline:

1. Identifying a commercial research problem
2. Writing a commercial proposal
3. Writing a commercial research report.

Bibliography:

Essential reading

N/A

Background 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.
- Jansson-Boyd, C. V. (2010). *Consumer psychology.* Maidenhead: Open University Press.
- Pallant, J. (2010). *SPSS survival manual: A step by step guide to data analysis using SPSS.* Maidenhead: Open University Press.
- Saunders, M., Lewis, P., & Thornhill A. (2012). *Research methods for business students: 6th Edition.* Harlow, England: Prentice Hall.
- 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.

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)

- Graves, P. (2010). *Consumer.ology: The market research myth, the truth about consumers and the psychology of shopping.* Boston: Nicholas Brealey.
- Wheelan C. (2013). *Naked statistics: Stripping the dread from the data.* London: W.W. Norton & Company.

Journals

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

Websites

- Consumer Psychology Online* www.consumer-psychology.co.uk
Society for Consumer Psychology www.myscp.org