

Module specification

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Module code	BUS6A7
Module title	Advanced Marketing with Consumer Behaviour
Level	6
Credit value	30
Faculty	Glyndwr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting / School of Law
Module Leader	Dr Achila Amarasinghe
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Option
BA (Hons) Business Management (Marketing)	Core
BA (Hons) Business Management [Top-up]	Option
BA (Hons) Business Management (Marketing) [Top-up]	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	44 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	44 hrs
Placement / work based learning	0 hrs
Guided independent study	256 hrs

Learning and teaching hours	44 hrs
Module duration (total hours)	300 hrs

For office use only	
Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	
Version number	1

Module aims

This module aims to provide learners with a thorough understanding of key theories and principles of consumer behaviour while showing learners how these concepts relate to the practice of strategic marketing and what their implications are for businesses, individual consumers and society.

This module also enables learners to develop a strategic response to contemporary market themes and allow them to develop sustainable marketing recommendations for a successful marketing strategy by using consumer insights.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Discuss and evaluate contemporary marketing and consumer research.
2	Critically evaluate and apply related consumer behaviour concepts.
3	Discuss and critique the complex nature of strategic marketing decisions.
4	Develop and present sustainable marketing recommendations for a successful marketing strategy.

Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

Indicative Assessment 1: Will take the form of a portfolio (2,500 words equivalent), divided into several tasks that could take one or more of the following formats: literature review (1,000-1,500 words), digital poster, written responses to tasks (500-1,500 words), case studies (500-1,500 words) and short reflective tasks (500-1,500 words).

Indicative Assessment 2: Will take the form of a group project which will consist of a presentation and an accompanying written submission (2,500 words equivalent). Learners are expected to develop and critique strategic marketing decisions to attract investors for their sustainable marketing strategy.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Portfolio	50%
2	3, 4	Group Project	50%

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour seminars and 2-hour workshops.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Recorded lectures will be provided through the VLE to provide a broad outline structure for each topic to be covered.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

Indicative Syllabus Outline

- Consumer in context
- Individual and social perspectives in consumer behaviour
- Consumer and organisational decision making
- Consumer insights and strategic analysis

- Competitive Positioning
- Strategic Options
- Implementation and control
- Sustainable marketing and strategic decision making

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

- Solomon, M. R. (2015). *Consumer Behaviour*. Global Edition 11th edition. London: Pearson.
- Hooley, G., Piercy, N. and Nicoulaud, B. (2012) *Marketing Strategy & Competitive Positioning* 5th Ed. Pearson

Other indicative reading

- East, R., Singh, J., Wright, M., & Vanhuele, M. (2017) *Consumer Behaviour: Applications in Marketing*. Sage: London (3rd Edition).
- West, Ford and Ibrahim (2006) *Strategic Marketing; Creating Competitive Advantage*, Oxford University Press

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working

Critical Thinking
Emotional Intelligence
Communication