

Module Proforma

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| Module full title | Understanding Consumers |
| SITS Module Code | 4MARK005X |
| Credit level | Level 4 |
| Length | Semester |
| UK credit value | 20 |
| ECTS credit value | 10 |
| College | Westminster Business School |
| School | Management and Marketing |
| Host programme of study | |
| Progression and assessment board | Management and Marketing UG PAB |
| Pre-requisites | |
| Co-requisites | |
| Study abroad | Yes |
| Special features | |
| Access restrictions | Not available to University of Westminster students (for Study Abroad or Summer School students only). |
| Are the module learning outcomes delivered, assessed or supported through an arrangement with organisation(s) other than the University of Westminster: | No |
| Summary of module content | This module aims to provide a good understanding of consumer behaviour concepts, theories, and how marketing managers utilise them to design their marketing strategies in order to influence consumers' decision-making process in their product and/or service purchase process. The application of consumer behaviours will be examined in the context of Business to Consumer (B2C) and Business to Business (B2B). |

Assessment Methods

| Rank | Assessment type | Assessment name | Weighting | Minimum mark required | Qualifying set (where the minimum mark required applies across multiple assessments) |
|-------------|------------------------|--------------------------|------------------|------------------------------|---|
| | Presentation Group | Group presentation | 25 | | |
| | Essay | Case Study (3,000 words) | 75 | | |

Synoptic assessment

n/a

Learning outcomes

The successful students will be able to learn to:

LO1 Identify and apply established principles, concepts, theoretical frameworks and approaches, recognising their relative relevance to consumer decision-making.

LO2 Synthesises information and ideas and formulates creative buyer behaviour proposals to address established issues or opportunities in familiar and unfamiliar contexts.

LO3 Organises and communicates information, using established criteria, to audiences in familiar and unfamiliar contexts.

LO4 Work collaboratively, building positive relationships with others as a member of a group and meet obligations to others.

Indicative syllabus content

- Introduction to CB and decision making process
- Consumer involvement, learning
- Consumer perception
- Consumer motivation and emotions
- Consumer attitudes and personality
- Consumer social class
- Consumer culture
- Group - interpersonal and situational influences
- Organisational buyer behaviour

Teaching and learning methods

There will be weekly lectures and seminars. This mixture of teaching formats will be using real life examples and case studies to communicate key concepts and techniques. Throughout the course, the importance of effective communications and full interpretation of information will be emphasised. Students are encouraged to use the Internet and other digital media.

| Activity type | Category | Student learning and teaching hours * |
|--|-------------|---------------------------------------|
| Lecture | Scheduled | 24 |
| Seminar | Scheduled | 24 |
| Tutorial | Scheduled | |
| Project supervisor | Scheduled | |
| Demonstration | Scheduled | |
| Practical classes and workshops | Scheduled | |
| Supervised time in studio/workshop | Scheduled | |
| Fieldwork | Scheduled | |
| External visits | Scheduled | |
| Work based learning | Scheduled | |
| Scheduled online learning | Scheduled | |
| Other learning | Scheduled | |
| Total scheduled | | 48 |
| Placement | Placement | |
| Independent study | Independent | 152 |
| Total student learning and teaching hours | | 200 |

* hours per activity type are indicative and subject to change

Assessment rationale: Why has this assessment been used for this module?

This module will include two forms of assessment. These will be able to assess and develop student's ability to work within a group and individually.

Assessment 1 - Group Presentation (20 minutes)

This will be a group presentation that assesses student's ability to apply buyer behaviour theories to a given business context. The in-class presentation will be in total 20 minutes long, where 15 minutes will be allocated for actual presentation and 5 minutes for questions and answer section. Student learning from this assessment will allow them to develop a deeper understanding of the importance of culture, values, beliefs, conventions and other internal and external factors in customers and consumers' decisions. This assesses LO3 and LO4.

Assessment 2 - Case Study (3000 words)

This will be an individual assessment via a Case Study (3000 words maximum) that will assess student understanding on buyer behaviour theories and concepts of buyer behaviour, product use (goods and services) and consumption to real life examples as well as the impact and importance of culture, values, beliefs, conventions and other internal and external influences on customers and consumers' decisions. This assesses LO1 and LO2.

The assessment for this module has been designed in the full expectation that formative assessment is completed, as directed, by the module leader; failure to do so is likely to impact on the student's ability to pass the module.

Assessment criteria: What criteria will be used to assess my work on this module?

Assessment 1 - Group Presentation:

This assesses student's understanding and application of consumer behaviour theory, including definitions, use of research, communication skills and team working.

Assessment 2 - Case Study

Student's ability to comprehend how consumers & buyers behave in different contexts, cultures, and consumption and usage situations, both individually, within and across groups

- Student's ability to analyse and apply consumer behaviour and organisational buying behaviour theory to marketing action in different contexts and usage situations
- Student's ability to practice active learning, problem solving, and autonomy
- Student's ability to apply the marketing knowledge and transferable skills required for professional marketers.

All assessments reference the [University Grade Descriptors](#).