Consumer Behaviour

<table>
<thead>
<tr>
<th>Module Code</th>
<th>CB</th>
<th>NQF level:</th>
<th>5</th>
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<tbody>
<tr>
<td>Credit Value</td>
<td>15</td>
<td>Study duration:</td>
<td>9 weeks</td>
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This module aims to:
- Provide an overview of consumer behaviour and explain how it impacts marketing strategy;
- Analyse the concepts of consumer research, market segmentation, and motivation, focusing on individual personality, perceptions, attitudes, and learning;
- Recognise the influence of groups on consumer behaviour;
- Evaluate the consumer decision-making process.

Learning outcomes
On completion of this module, students will be able to:
- Critically explain the impact of consumer behaviour on marketing strategy
- Apply understanding of the consumer research process
- Apply understanding of the importance of market segmentation
- Critically analyse the importance of consumer learning theory
- Analyse and assess cross-cultural consumer analysis techniques
- Critically evaluate the consumer decision-making process

Syllabus
- Consumer research methodologies
- Ethics in marketing
- Market segmentation techniques
- Criteria for targeting a marketing segment
- Influencing purchasing decisions by understanding personality and perception
- Consumer learning and attitudes
- Designing and presenting messages to consumers
- Consumer adoption and decision-making processes
- The impact of globalisation

Learning and teaching methods
The Learning and Teaching Methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
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