

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Business
Programme:	Marketing Fashion Management and Marketing
FHEQ Level:	5
Course Title:	Consumer Behaviour
Course Code:	MKT 5205
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

The course will focus on the study of consumers and their behavioural patterns in the consumption and purchase of product/services as well as the impact of information technology (social media, digital media) on consumer behaviour. It examines behavioural and cognitive psychology and their application in order to measure and interpreting consumers' formation of attitudes and beliefs. The course provides a psychoanalytic perspective in order to inform the development of marketing strategy as well as to what motivates individual to purchase a specific branded products. It provides an in depth understanding of the consumption culture in modern and postmodern life and how marketers develop life style branding strategies to attract different group of consumer market segments.

Prerequisites:

MKT 5200

Aims and Objectives:

The primary objective is to help students to analyse the cultural, social, personal, and psychological factors that affect and influence consumer behaviour. Students will come to understand the importance of cognitive psychology, psychoanalysis of consumers, external influences (such as culture) and consumer research and discover how to apply such knowledge in

the development of marketing strategies. To provide an understanding of the many complex factors that influences the consumer purchasing behaviour consciously and unconsciously.

Programme Outcomes:

A1, A3, A7
B2
C1, C2
D1, D3

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

Upon completion of this course, a successful student should be able to

Knowledge and Understanding

1. Understand the managerial significance of studying consumer behaviour in a competitive marketplace and how consumer behaviour can be located within a broader framework of marketing and business strategy
2. Explain and apply principles and theories from psychology, sociology and consumer cultural theory
3. Evaluate management and communications strategies that might derive from theories taught during the semester
4. Analyse and critically evaluate social phenomena that occur in a market society
5. Discuss the importance of studying consumer behaviour from an interdisciplinary social science perspective

Cognitive Skills

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

Practical and/or Professional Skills

1. Develop critical reflexivity towards the subject matter, and towards one's own and one's peers consumer behaviour
2. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications

Key Skills

1. Effective oral and written communication skills in a range of traditional and electronic media.

Indicative Content:

- The market society - an introduction to consumer culture and modernity.
- Researching consumer behaviour - setting up small group research activity
- The Consumer and Society
 - Consumer perception
 - Self - the role of self in consumption
 - Motivation, values and life style
 - Learning and memory
 - Consumer attitude formation
 - Individual decision making
 - Culture and consumer behaviour

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The approach is structured and the learning strategy is designed to provide students with both the frameworks and analytical tools to enable them to develop individual analytical processes and styles. Analytical frameworks are explored in both formal lectures and seminar sessions. Case studies and videos are used to reinforce these frameworks in a practical way. A substantial amount of direct reading is essential on this course. To help with this students are provided with relevant reading material for their personal use.

Indicative Text(s):**Core text:**

Schiffman, L., Kanuk, L., (2014) Consumer Behavior, Global Edition, Pearson

Solomon, M., Bamossy, G., (2013) Consumer Behaviour: A European Perspective, Pearson

Recommended reading:

Furmston, M. P., Chuah, J., (2012) Commercial and Consumer Law, Pearson Longman

Schwarzkopf, S., Gries, R. (eds) (2010) Ernest Dichter and Motivation Research: New Perspectives on the Making of Post-war Consumer Culture, Pelgrave MacMillan.

Ernest Dichter (1947) "The Psychology of Everyday Living", Kessinger Legacy Reprints, Barnes & Noble, Inc. New York.

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Updated Reading List	May 2017	