COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: BA Marketing with Combined Studies

FHEQ **Level:**   5

Course Title: Marketing Psychology and Consumer Behaviour

Course Code: MARK 5101

Total Hours: 160 (Lev 3-5) (4 US Credit)
Timetabled Hours: 45
Guided Learning Hours: 15
Independent Learning Hours: 100

Credit   16 UK CATS credits
     8 ECTS CATS credits
     4 UK credits

Course Description:

This module develops understanding and application of interplay between psychology, marketing, and consumer behaviour. Using a variety of resources, including from the Chartered Institute of Marketing, students will explore the psychological processes that influence how consumers perceive, interpret, and respond to marketing stimuli. By understanding these underlying mechanisms, students will gain valuable insights into how to develop effective marketing strategies that resonate with target audiences and drive desired behaviours. The module will cover key topics such as perception, motivation, learning, attitudes, decision-making, and the influence of social and cultural factors on consumer choices.

Prerequisites:

BUSM 4101 Introduction to Business Management and Marketing and/or PSYC 4101 Introduction to Psychology plus 40 Credits

Aims and Objectives:

- To provide students with a comprehensive understanding of the psychological principles underpinning consumer behaviour.

- To equip students with the knowledge and skills to analyse and interpret consumer behaviour in various marketing contexts.

- To enable students to apply psychological theories and concepts to develop effective marketing strategies.

- To foster critical thinking and problem-solving skills in relation to marketing psychology and consumer behaviour.

- To enhance students' awareness of ethical considerations in marketing practice.

Programme Outcomes:

A. Disciplinary Knowledge and Understanding

B. Disciplinary Applied Skills

C. Communication Skills

D. Applied Skills

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at: https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

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

Course Learning Outcomes	Programme Outcomes
1. Critically evaluate the key psychological theories and models related to consumer behaviour.	L5A (I)
2. Analyse the influence of individual, social, and cultural factors on consumer decision-making.	L5A (II)
3. Apply psychological insights to develop and evaluate marketing strategies across different channels and contexts.	L5B (I)
4. Synthesize theoretical knowledge and practical applications through real-world case studies and examples.	L5B (II)
5. Communicate effectively about marketing psychology and consumer behaviour in both written and oral formats.	L5C (I)

Indicative Content:

- Introduction to Marketing Psychology: The relationship between psychology and marketing; historical context; ethical considerations.

- Cognitive Processes: Perception, attention, memory, and learning in the context of consumer behaviour.

- Motivation and Emotion: Needs, drives, and emotions as drivers of consumer behaviour; emotional branding.

- Attitudes and Persuasion: Attitude formation and change; persuasive communication techniques; the role of influence and social proof.

- Decision-Making: Consumer decision-making models; heuristics and biases; the influence of risk and uncertainty.

- Social and Cultural Influences: Group dynamics, social norms, cultural values, and their impact on consumer behaviour.

- Psychological Ownership: The feeling of possessing without legal ownership, increasing consumer value, engagement and brand loyalty, Psychological ownerships and a sense of brand connection and control.

- Applications of Marketing Psychology: Branding, advertising, product development, pricing, and customer relationship management.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Gabay, J.J. (2024) *Practical digital marketing and AI psychology: how to gain online consumer trust and sales using technologies and psychology.* London: Routledge.

Lamberton, C., Rucker, D.D. and Spiller, S.A. eds., (2023) *The Cambridge handbook of consumer psychology.* Cambridge: Cambridge University Press.

Peck, J. and Shu, S. (eds) (2019) *Psychological ownership and consumer behavior.* London: Springer.

Solomon, M.R. and Russell, C.A. (2024) *Consumer behavior: buying, having, and being*. 14th edn. London: Pearson.

Websites

The Chartered Institute of Marketing (CIM): https://www.cim.co.uk/ (Accessed: November 2024).

Intelligent products: https://www.slalombuild.com/en-gb/thinking/products-are-static-intelligent-products-are-dynamic-which-do-you-think-your-customers-are-choosing (Accessed: November 2024).

Sprout Social Insights: https://sproutsocial.com/insights/marketing-resources/ (Accessed: November 2024).

Smart Insights: https://www.smartinsights.com/tag/psychology/ (Accessed: November 2024).

Harvard Business Review: https://hbr.org/ (Accessed: November 2024).

Harvard Business School: https://www.hbs.edu/ris/Publication%20Files/Jami%20et%20al%202021%20-%20I%20Own,%20So%20I%20Help%20Out_ca412a99-b546-433f-b2e4-87adf97e109c.pdf (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Dec 2024	