

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Richmond Business School
<b>Programme:</b>	Communications: Advertising and PR Digital Marketing
<b>FHEQ Level:</b>	5
<b>Course Title</b>	Consumer Behaviour
<b>Course Code:</b>	MKT 5205
<b>Student Engagement Hours:</b>	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Credits:</b>	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 consumers market segments.

**Prerequisite:** 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**

Digital Marketing: A1, A3, A7, B2, C1-2, D1

Communications: Advertising and PR: A5iii, B5i, C5i, C5ii, D5i, Diii

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

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 University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

The course will be taught using a variety of methods including lectures, directed reading, case studies analysis, back-to-back class activities and weekly tasks, video-clips and class discussions, weekly class-activities, team-based project work.

**Bibliography:****Core Text(s):**

Solomon, M. et al. (2012) Consumer Behaviour, Buying, Having, and Being. 10 edition, London: Prentice Hall [Core]

**Recommended Reading:**

Assael H., (2004) Consumer Behaviour: A Strategic Approach., London, Houghton Mifflin Holt, D. (2004) How Brands Become Icons, Boston: Harvard University Press.  
Hoyer W., MacInnis D.J. (2007), Consumer Behaviour, 3rd Ed., London, Houghton Mifflin

**Journals:**

European Journal of Marketing  
The Quarterly Review of  
Marketing Journal of Marketing  
Management The Journal of  
Consumer Research Research in  
Consumer Behaviour Journal of  
Marketing Research Advances in  
Consumer Research Research in  
Consumer Behaviour

