

Module full title	Understanding Consumers
SITS Module Code	4MARK005W
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	BAMRK02F (BA Marketing Communications FT)
Progression and assessment board	Management and Marketing UG PAB
Pre-requisites	None
Co-requisites	None
Study abroad	Yes
Special features	None
Access restrictions	Only available to students on specialist marketing degrees
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	Qualifying Mark	Qualifying set (where the minimum mark required applies across multiple assessments)
001	Coursework	Case Study	50		
002	Presentation Group	Group Presentation	50		

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.

Course outcomes the module contributes to

Marketing Communications, International Marketing and Digital Marketing:

L4.2 Operate with autonomy in predictable, defined contexts, with supervision that require use of a specified range of standard techniques/guidelines. (PPP)

L4.3 Understand the knowledge base, its terminology and appreciate that areas of this knowledge base are open to debate and reformation. (KU)

L4.6 Work collaboratively, building positive relationships with others as a member of a group and meet obligations to others. (KTS)

L4.7 Work within an appropriate ethos, manage time, use and access a range of learning resources to achieve goals. (KTS)

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 - **Case Study** (up to 1500 words)

This will be an individual assessment via a Case Study (up to 1500 words) that will assess student understanding of consumer behaviour theories and concepts of consumer 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 2 - **Group Presentation** (up to 20 minutes)

This will be a group presentation that assesses student's ability to apply consumer behaviour theories to a given business context. The in-class presentation will be in total 20 minutes long, allowing each student up to 5 minutes. Learning from this assessment will allow students 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 criteria: What criteria will be used to assess my work on this module?

University Grade Descriptors are a benchmark point of reference, they are contextualised using specific subject specialist criteria specific to a particular assessment.

[University Grade Descriptors](#)

Assessment 1 - Case Study:

Marks will be awarded individually based on the following assessment criteria.

- 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.

Assessment 2 - Group Presentation:

Marks will be awarded individually based on the extent to which students:

- Understand and apply consumer behaviour theory, including definitions,
- use of research,
- demonstrate communication skills and teamwork.

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