

Title of the Module/Unit	12. Consumer Behaviour
Module/Unit Description In this section kindly provide a brief description of the module	<p>The module aims to give students an insight into consumer behaviour from cognitive, social and cultural theoretical perspectives. It establishes the central role of consumer behaviour and its relevance to marketing management. It examines in detail the process of consumer decision-making, the influences on buyer behaviour and their implications for marketing in purposeful contemporary organisations. Students will explore both traditional (economic, learning, psychological and sociological) models; and contemporary models of consumer behaviour, such as the Howard Sheth Model, the Nicosia model, the Engle-KollatBlackwell model, and the Engle Blackwell and Miniard model. They will develop a knowledgeable understanding of consumption; both micro view of consumption - decision making and involvement, perceptual processes, attitudes theory, personality, self and motivation; and macro-view of consumption - culture, groups and social processes. The module examines the consumer both as an individual, and as a member of a group and culture.</p>
Learning Outcomes	Competences:
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	<p>At the end of the module/unit the learner will have acquired the responsibility and autonomy to:</p> <p>a) Recognize the nature and scope of consumer behaviour within the wider context of marketing.</p> <p>b) Recognize the key aspects and dimensions of understanding customers within their cultural and social setting.</p> <p>c) Recognize the complexities of consumer behaviour and its relevance to marketing practice.</p> <p>d) Recognize the major themes in the analysis of consumer behaviour, and their relevance to explaining modes of purchasing and consumption</p>
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc.	Knowledge:
(Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>)	<p>At the end of the module/unit the learner will have been exposed to the following:</p> <p>a) A knowledge of key consumer behaviour terminology, concepts and theories.</p> <p>b) An awareness of the contribution and limitations of the concepts and theories of consumer behaviour.</p> <p>c) An</p>

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>understanding of the major factors influencing customer dynamics within various consumer behaviour scenarios.</p> <p>d) An appreciation of the classical and contemporary perspectives of consumer behaviour.</p>
	<p>Skills:</p>
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <p>a) Evaluate organisational marketing practices from consumer behaviour perspectives.</p> <p>b) Analyse consumer behaviour through a range of frameworks.</p> <p>c) Compute a detailed analytical profile of consumers and consumption in a particular market context.</p> <p>d) Examine the psychological, cultural, social, and technological factors that likely effect existing and developing marketing paradigms.</p> <p>e) Determine issues within consumer behaviour which effect customer purchasing behaviour.</p>
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Apply qualitative and quantitative research to gain knowledge about consumers.</p> <p>b) Communicate consumer analysis effectively through both verbal and written reporting.</p> <p>c) Apply buyer behaviour theory in practice in diverse market contexts.</p>
	<p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <p>a) Apply Digital skills to prepare and deliver presentations.</p> <p>b) Exercise effective team working skills through digital technology.</p> <p>c) Search the research literature and documents through digital databases.</p>

	d) Show a high level of competence in using online learning tools and resources.
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