1. **Title of the module**

BUSN7380 (CB738) Buyer Behaviour

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

BUSN3700 Introduction to Marketing

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 demonstrate knowledge and understanding of the nature of consumer buying behaviour;

8.2 understand needs, wants, motivations, and effects on consumption behaviour;

8.3 understand the contributions that concepts (perception and attitude) and theories (attitude theories and learning theories) in psychology can make to modelling consumer behaviour;

8.4 demonstrate knowledge and understanding of the nature of organisational buying behaviour, including influential factors, types, and distinctive characteristics of organisational buying behaviour;

8.5 demonstrate understanding of how both consumers and organisations make purchasing decisions;

8.6 demonstrate critical awareness of the new tools and techniques for developing customer loyalty and generating customer insights.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 demonstrate self-management skills

9.2 exercise personal responsibility and decision-making

9.3 work with others including people from different culture background

9.4 work in interdisciplinary areas

9.5 identify, analyse, and address both academic and practical problems

9.6 communicate effectively through oral and written presentations

1. **A synopsis of the curriculum**

This module introduces students to core concepts and theories about decision-making, behaviour and consumption, including individual and organisational perspectives. It is based around understanding how purchase and consumption decision is made and the influential factors affect decision-making process and subsequent behaviours. Indicative topics are:

* Introduction to Buying behaviour – Buyer, User, and Consumer
* Decision Making Theories
* Needs, Wants, Motivation and Involvement
* Learning Theories and Perception
* Attitude Theories and Consumption
* Affect, Perceived Risk and Buying Behaviour
* Social Influence
* Segmentation, Targeting, and Positioning
* Organizational Buying Behaviour

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Evans, M.M., Foxall, G. and Jamal, A. (2009). Consumer Behaviour, 2nd Edition. London: Wiley. (ISBN: 978-0-470-99465-8)

Hutt, M.D. and Speh, T.W. (2013). B2B Marketing Management, 11th Edition, Independence, KY: South-Western Cengage Learning. (ISBN-13: 978-1-133-18956-5)

Schiffman, L. and Kanuk, L. (2011), Consumer Behaviour, 10th Edition, Harlow: Pearson. (ISBN: 0131869604)

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group Presentation (20%)

VLE Test - online (20%)

Examination, 2 hour (60%)

13.2 Reassessment methods

Reassessment Instrument: 100% examination.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Group Presentation | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| VLE Test | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018