1. KentVision Code and title of the module

BUSN7380: Understanding Consumer Behaviour

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 5

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

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

Spring

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN3700 Introduction to Marketing

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BSc (Hons) Marketing and related courses

Optional to the following courses:

BSc (Hons) International Business and related courses

BSc (Hons) Management and related courses

## 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 the consumer and contemporary perspectives of consumer behaviour.

8.2 understand the role of culture, consumer culture and changing social patterns in consumer behaviour.

8.3 understand the contributions that concepts and theories (learning theories, identity and motivational theory) in psychology make to understanding consumer behaviour.

8.4 demonstrate knowledge and understanding of ethical and dark consumption and to develop critical thinking in the field of consumer behaviour.

8.5 demonstrate understanding of organisational decision-making processes

8.6 understand sociological approaches to a variety of individual and collective consumer behaviours.

## 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 in interdisciplinary areas

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

9.5 communicate effectively to a variety of audiences and/or using a variety of methods.

## A synopsis of the curriculum

This module introduces students to core concepts and theories about consumer behaviour, including individual and organisational perspectives. It is based around understanding the critical application of sociological, economic, socio-psychological and psychological concepts to and theories to consumption.

Indicative topics are:

* Consumer Research Philosophies: What is a consumer?
* Culture: Components of Culture, myths and rituals
* Marketplace cultures
* Dark Consumption and Ethical Consumption
* Personality, Identity and the Self
* Motivational Theories
* Learning Theories
* Organisational Buying Behaviour

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Group Presentation (20%)

VLE Test - online (20%)

Individual Written Assessment (2000 words) (60%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **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* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |

**Module learning outcomes against assessment methods:**

| **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* |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Group Presentation  | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| VLE Test | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual Written Assessment | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division 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

## Campus(es) or centre(s) where module will be delivered

Canterbury

## 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

**DIVISIONAL USE ONLY**

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

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised(if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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