1. **Title of the module**
   Digital Consumer Behaviour – PRSN5127

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   Autumn, spring or summer

6. **Prerequisite and co-requisite modules**
   None

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

   - BSc Digital Marketing
   - BSc Digital Marketing (Integrated Degree Apprenticeship)
   - BA (Hons) Business Management with Entrepreneurship
   - BA (Hons) Business Management with Finance
   - BA (Hons) Business Management with Global Industries
   - BA (Hons) Business Management with Law
   - BA (Hons) Business Management with Marketing

8. **The intended subject specific learning outcomes**
   **On successfully completing the module, students should be able to:**
   
   8.1 Demonstrate comprehensive knowledge of a wide range of consumer behaviour concepts, models and theories within the context of an digital marketing landscape, within a global perspective
   
   8.2 Apply a wide range of consumer behaviour concepts, models and theories in order demonstrate their use in practice
   
   8.3 Evaluate a wide range of consumer behaviour concepts, models and theories within the context of digital business, within a global perspective
   
   8.4 To use a comprehensive knowledge of a wide range of consumer behaviour concepts, models and theories within the context of an digital marketing landscape in order to make justifiable practical decisions within a business context

9. **The intended generic learning outcomes**
   **On successfully completing the module students should be able to:**
9.1 Work under pressure and unsupervised, and interact effectively within teams.

9.2 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines.

9.3 Demonstrate logical thinking and a creative approach to problem-solving to systematically analyse and apply structured techniques to complex systems and situations.

10. **A synopsis of the curriculum**

   This module provides an in-depth analysis of consumer behaviour in traditional offline settings as well as the research and discussion of the digital and Omni-channel landscapes.

   **The Importance of Understanding Consumer Behaviour**

   Psychological Issues in Consumer Behaviour: Drive, Motivation and Hedonism, Goals, Risk and Uncertainty, Personality and Self-Concept, Perception, Learning, Attitude Formation, and Change

   Consumer Minds Digitally Rewired

   Types of Consumer Segmentation

   Personality Psychology and Consumer Segmentation

   Custom-Built Psychographic Consumer Typologies

   The Search for Psychology-Based Predictors of Purchase Preferences

   Psychological Profiles within Demographics

   Profiling Consumers for Old and New Media Markets

   Psychological Profiling and Consumers' Reactions to Marketing Campaign Decisions and their Aftermath

   • New and Repeat Buying Behaviour
   • Post-purchase Behaviour
   • Services Markets
   • A Perfect Fluid Consumer Journey
   • Fluid Consumer - Crafting Consumer Experience Effectively
   • Fluid Consumer - Crafting Omni-Channel Concepts Effectively
   • Fluid Consumer - Next Generation Business Models, and Branding
   • Building the Fluid Consumer Driven Organisation.

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


12. **Learning and teaching methods**

    Total contact hours: 25
Total private study hours: 125
Total module hours: 150

13. **Assessment methods**
   
   13.1 Main assessment methods

   - 10 min individual video (YouTube or similar) presentation (50%)
   - Individual 1.5 hour online / digital exam (open book) – 50%

   13.2 Reassessment methods

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

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<th>Module learning outcome</th>
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15. **Inclusive module design**
Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or a special educational need in its teaching.

Within this module PCL will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. **Campus(es) or centre(s) where module will be delivered**
   Pearson College London

17. **Internationalisation**
   Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, students will look at how to deliver this compelling customer experience across borders.

18. **Partner College/Validated Institution**
   Pearson College London

19. **University School responsible for the programme**
   Kent Business School

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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.

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<th>Date approved</th>
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