

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Consumer Behaviour
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	JEW5039

### 5 Module Overview

You will develop an understanding of the motivation of the consumer and how the retailer can influence their buying behaviours.

You will explore how individuals react to stimulus such as colour, acoustics, and texture, and the way in which elements such as lighting and the scale of surroundings can change their mood. These are all influences, which determine how, why and when consumers make their purchases. You will explore why some consumers undertake in depth research before committing while others will react and buy on impulse, and how their actions and decisions are influenced by factors in the physical surroundings and the digital environment. This module will require background reading to understand the interesting and complex psychology behind behaviour. These concepts and theories will be substantiated through observational research during field visits to experience a range of situations from a personal perspective.

### 6 Indicative Content

Lectures and field trips will introduce you to retailing strategies and the psychology behind buying decisions, which will support your own research into consumer behaviour.

### 7 Module Learning Outcomes

**On successful completion of the module, students will be able to:**

<b>1</b>	Research and analyse the factors that influence consumer behaviour with consideration of concepts and theories.
<b>2</b>	Use digital technology to prepare a Mood Board characterising a distinctive market segment or brand that you have chosen.

### 8 Module Assessment

Learning Outcome			
	Coursework	Exam	In-Person
1-2	X		

<b>9 Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200