

Module Specification

Module Summary Information

1	Module Title	Cross Cultural Consumer Behaviour
2	Module Credits	20
3	Module Level	6
4	Module Code	MKT6034

5	Module Overview
<p>Culture is generally accepted by marketing researchers as one of the most important underlying determinants of consumer behaviour. Geert Hofstede himself has stated that if there is one aspect of business that is culture-dependent, it is consumer behaviour. Considering that marketing is about consumers to begin with, it is crucial for marketers to understand and predict the behaviour of consumers in all markets they serve. As businesses expand into new national and international markets, dealing with differences in cultural values amongst consumers can be quite challenging, which in turn has implications on the development of viable marketing strategies.</p> <p>In accordance with the programme philosophy and level 6 learning outcomes, you will be applying and evaluating consumer behaviour theories and models in a cross-cultural context to develop and justify persuasive marketing solutions for businesses dealing with a culturally diverse consumer base. You will also be involved in forming effective methods of communicating these concepts and ideas. In doing so you will further develop the transferrable skills crucial to your profession, such as the ability to undertake extensive cross-cultural research, in-depth analysis, visual presentation and the defence of your arguments. This module will equip you with the knowledge, understanding and cultural awareness necessary to engage with the diversity of consumer values and behaviour in contemporary markets, resulting in you becoming an effective global citizen.</p> <p>Key concepts will be covered in weekly lectures, supported by small group seminars. The seminars will encompass a variety of teaching and learning activities such as group discussions, problem solving, and case study analysis to enhance your learning and engagement. Moodle will be used extensively to support the learning experience.</p> <p>The Professional Practice route will be delivered differently via block taught sessions with the assessment work-based.</p>	

6	Indicative Content
<p>The module content will include topics such as:</p> <ul style="list-style-type: none"> • High context and low text cultures • Consumer behaviour domains • Concept of self • Culture and communication • Culture and media behaviour • Diffusion of innovation • Attitude formation and change across cultures 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Demonstrate an in-depth analysis of key factors influencing consumer behaviour across cultures.
	2	Critically analyse the impact of consumer differences on marketing decisions across cultures and international markets.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours**
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		48 (28)
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		24 (72)
Private Study (PS) includes preparation for exams		128 (100)
Total Study Hours:		200 (200)

***Professional Practice route delivery shown in brackets**