

Module Documentation



MARK07006

Consumer Behaviour

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MARK07006 Consumer Behaviour

Short Title	Consumer Behaviour		
Full Title	Consumer Behaviour		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Carol Killarney	Department	Business
Official Code	MARK07006	NFQ Level	07
		ECTS Credit	05

Module Description

This module provides an overview of the role of consumption in contemporary society. It involves the study of processes involved in the purchasing and consumption of products, services, ideas and experiences. It involves the study of human behaviour and its influences, including psychological and social/environmental influences. Marketing management directs the company's efforts towards understanding and meeting the customer's requirements and needs, and consequently an understanding of consumer behaviour is central to successful marketing.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Outline and demonstrate the processes involved in the totality of consumers decisions with respect to the acquisition, consumption and disposal of goods, services, experiences and ideas by people.
2. Evaluate the role played by psychological influences such as motivation, learning, personality, and perception on the behaviour of people as consumers.
3. Evaluate the role played by social influences such as social class, cultural, sub-cultural, and cross cultural influences, changing values and demographics; and traditional vs. modern family influences on consumer behaviour.
4. Appraise and illustrate the role of demographic and sociological segmentation variables in market segmentation strategy.
5. Apply theories of consumer behavior to the formulation of effective marketing strategy in a competitive, dynamic, and global business environment.
6. Research & compile information in a meaningful way, and present information effectively through a variety of media.

Teaching and Learning Strategies

This module will be delivered through lectures and tutorials.

Assessment Strategies

Students will be examined through a combination of continuous assessment and a final examination. Continuous assessment will be based on participation and on completion of no more than one assignment.

Repeat Assessment Procedures

Repeat assessment will be an examination.

Assessment Facilities

Some assessment will be submitted using Moodle. Other assessments will require laboratory facilities and access to video recording and editing equipment and facilities.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Introduction:

- The changing world of consumption
- Society and the consumer
- The economic system and the marketing concept
- Consumer behaviour and the use of research concepts, theories & models
- Market performance, market segmentation & consumer behaviour theory
- Ethics & social responsibility in marketing
- Overview of consumer behaviour research methods
- Qualitative & quantitative research techniques

Consumer behaviour and the individual:

- Information processing, cognition, perception & attention
- Memory and learning
- Consumer attitude formation and change, cognitive dissonance, attitude measurement, attitudes and behaviour
- Consumer motives, goals and life styles
- Human person models, self theory, personality, personal development

Consumer environment - social & group influences:

- Group dynamics, cohesion, deviance, influence and marketing application
- Reference groups & opinion leadership

- Role of social media in opinion formation and information exchange
- The family, family influences life-cycles, application to marketing strategies
- Nature and classifications of innovations, diffusion, adoption and decision processes
- Society, social stratification, social class, social mobility
- Culture, sub-cultural and cross cultural approaches, marketing tribes & social networking communities, globalisation, and international marketing

Consumer decision making and marketing processes:

- Decision- making models, purpose, use, comparative analyses, consumer involvement in decision making
- Problem recognition, stimulus, search and alternative evaluation processes, post purchasing and purchasing processes
- Opinion leadership process, interpersonal communication flows, promotional strategies
- Brand loyalty, measures and characteristics, brand loyalty models, dissonance
- Marketing applications & the impact of new technology on consumer decision-making

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 30 %

End of Semester / Year Formal Examination 70 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Continuous Assessment	2,3,4,6	30	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Final Exam	1,2,3,4,5,6	70	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Total Average Weekly Learner Workload 0.00 Hours					

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Not Specified	Lecture	2	Weekly	2.00
Seminar	Flat Classroom	Seminar	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

None

Module Alternate Book Resources

None

Module Other Resources

Computer laboratory for some tutorial hours

Video recording equipment & video editing software

Guest speakers

Module URLs

<http://www.bordbia.ie/industryservices/information/publications/bbreports/pages/marketingreports.a>

<http://www.banda.ie/>

http://corporate.nca.ie/eng/Research_Zone/Reports/

Additional Information

None

ISBN BookList

Book Details

Leon G. Schiffman 2012 *Consumer Behaviour: A European Outlook* Trans-Atlantic Publications, Inc.

ISBN-10 0273736957 ISBN-13 9780273736950

Martin M. Evans 2009 *Consumer Behaviour* Wiley

ISBN-10 0470994657 ISBN-13 9780470994658

Margaret Linehan 2008 *Consumer Behaviour: Irish Patterns and Perspectives* Gill & Macmillan

Michael Solomon 2013 *Consumer Behaviour: A European Perspective* Pearson Education Limited

ISBN-10 0273772724 ISBN-13 9780273772729

Suzanne Twomey 2012 *Customer Service in Ireland* Gill & Macmillan Ltd

ISBN-10 071715260X ISBN-13 9780717152605

Approval Information

School Approval by Deirdre Lusby on 16-04-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales