



Module Title	Consumer Behaviour		
Module Code	BUS401		
Module Type	Elective/ Specialized	ECTS	6
Year / Semester	Year 2 /Semester 4		
Module Purpose and Objectives	<p>The module is designed to introduce students to the understanding of basic theory of consumer behaviour and to its interdisciplinary nature, including psychological and behavioural perspectives. Students will also understand the consumer decision making process and they will be able to apply a range of different theories and principles of consumer behaviour to real world examples.</p>		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand both classic and modern theories of consumer behaviour.</li> <li>• Define and apply fundamental terminology and concepts in consumer behaviour.</li> <li>• Analyse how consumer behaviour influences decision-making.</li> <li>• Identify consumer expectations and attitudes in various contexts.</li> <li>• Interpret and analyse consumer purchasing patterns to inform marketing strategies.</li> </ul>		
Module Content	<p>Our module on Consumer Behaviour covers a range of essential topics. Beginning with fundamental concepts such as Buying, Having, and Being, the module progresses through themes including Perception, Learning, and Memory. Subsequent weeks explore Motivation, Global Values, the Self, Personality, and Psychographics. We then analyse Attitudes, Persuasion, Decision Making, Buying and Disposing, Organisational and Household Decision Making, Groups and Social Media, and Social Class and Lifestyles. Through this structured curriculum, students gain a comprehensive understanding of the intricate dynamics shaping consumer behaviour in modern markets.</p>		
Teaching Methodology	<p>The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.</p>		
Assessment	<p>Assessments will be an assignment and quiz, with the final grade including semester attendance and participation.</p>		