

IB326-12 Consumer Behaviour

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Qing Wang

Credit value

12

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The study of Consumer Behaviour is fundamental to the discipline of Marketing. An understanding of the psychological processes involved in decision-making and the various influences on these processes enable marketers to develop effective strategies and managerially useful analyses.

[Module web page](#)

Module aims

The study of Consumer Behaviour is fundamental to the discipline of Marketing. An understanding of the psychological processes involved in decision-making and the various influences on these processes enable marketers to develop effective strategies and managerially useful analyses.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Fundamental buyer behaviour concepts
- Consumer buying and brand loyalty
- Buyer behaviour models

- Psychological processes: rational decision making
- Application of buyer behaviour principles
- Critical analysis of consumer behaviour in organization and societal context
- Psychological processes: attitudes and learning
- Emotion-driven choice in market economy

Learning outcomes

By the end of the module, students should be able to:

- Analyse Consumer Behaviour issues facing academics and managers using appropriate frameworks.
- Develop marketing strategies based on these analyses.

Indicative reading list

Consumer Behavior, Twelfth edition, Leon G Schiffman (author), Joseph Wisenblit (author), Hardback (11 Mar 2018)

Subject specific skills

Demonstrate knowledge and understanding of consumer behaviour in different contexts.

Transferable skills

Use IT effectively effective oral and written communication of complex ideas and arguments demonstrate effective time management, team work and ability to continue to learn through reflection on practice and experience.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (17%)
Seminars	9 sessions of 1 hour (8%)
Private study	37 hours (31%)
Assessment	54 hours (45%)
Total	120 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D

	Weighting	Study time
Group Report (1000 words)	10%	11 hours
Group Report & Presentation		
Group Work	10%	
Online Examination	80%	43 hours
Exam		

- Online examination: No Answerbook required

Assessment group R

	Weighting	Study time
Written Assignment (1000 words)	20%	
Individual Assignment		
Online Examination	80%	

- Online examination: No Answerbook required

Feedback on assessment

Feedback via My.WBS

[Past exam papers for IB326](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB117-15 Principles of Marketing and Strategy](#)
 - [IB148-15 Principles of Marketing](#)
 - [IB3L9-12 Foundations of Marketing](#)

Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
 - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
 - Year 3 of MN32 Law and Business Studies (Four-Year)
 - Year 4 of MN32 Law and Business Studies (Four-Year)
- UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
 - Year 4 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
 - Year 5 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
 - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
 - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
 - Year 4 of MN36 Law and Business Studies with Intercalated Year (4+1)
 - Year 5 of MN36 Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
 - Year 4 of N203 International Management
 - Year 4 of N203 International Management
- UIBA-N201 BSc in Management
 - Year 3 of N201 Management
 - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
 - Year 4 of N202 Management (with Intercalated Year)
 - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

This module is Option list B for:

- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
 - Year 4 of NN36 Accounting and Finance (Intercalated)
 - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)