IB326-15 Consumer Behaviour

20/21

Department
Warwick Business School
Level
Undergraduate Level 3
Module leader
Qing Wang
Credit value
15
Module duration
10 weeks
Assessment
20% coursework, 80% exam
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 markers 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 markers 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	9 sessions of 2 hours (12%)
Seminars	9 sessions of 1 hour (6%)
Private study	49 hours (33%)
Assessment	73 hours (49%)
Total	149 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 D1

	Weighting	Study time
Group Report (1000 words) Group Report & Presentation	10%	15 hours
Group Work	10%	
Online Examination Exam	80%	58 hours
~Platforms - AEP		

- 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:

- All of
  - IB209-30 Marketing

Courses

This module is Optional for:

- 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)
- UECA-4 Undergraduate Economics 4 Year Variants
    - Year 4 of L103 Economics with Study Abroad
    - Year 4 of L114 Industrial Economics with Study in Europe
- Year 3 of UETA-X3Q5 Undergraduate Language, Culture and Communication
- 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)
- Year 5 of UIBA-MN37 Undergraduate 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)
- Year 5 of UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UECA-GL12 Undergraduate Mathematics and Economics (with Intercalated Year)

This module is Unusual option for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
    - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)

This module is Option list G for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
    - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
    - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)