

IB9WC-15 The Art and Science of Consumer Influence

27/28

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Liad Weiss

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module equips students to influence consumer behaviour effectively and responsibly. Building on the term 1 foundation in the science of consumer decisions, it is structured around three complementary approaches to influence, taught jointly by Marketing and Behavioural Science.

Motivation and incentives (led by Marketing): how needs, goals, identity, rewards and incentive design shape what consumers want and do.

Information and persuasion (shared, Marketing and Behavioural Science): how message content, framing, source and the principles of persuasion change attitudes and choices.

Nudging and choice architecture (led by Behavioural Science): how the design of the decision environment – defaults, salience, friction, ordering – steers choice, with a focus on decisions that matter in marketing contexts.

An introductory session articulates the overarching framework and the ethics of influence; a concluding synthesis shows how to select and combine the right levers for a given consumer, context and objective.

Module aims

On completion of this module students will be able to:

articulate a coherent framework that integrates the three principal approaches to consumer influence;

apply motivation and incentive, persuasion, and choice-architecture tools to realistic marketing problems;

evaluate when and why particular influence levers work, and select the most appropriate approach for a given context;

design consumer-influence interventions that are both effective and ethically defensible.

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.

Introduction – a framework for consumer influence (shared): the three complementary approaches and how they fit together; the ethics of influence and the line between persuasion, nudging and manipulation.

Approach 1 – Motivation and incentives (Marketing):

Understanding consumer needs and goals

Connecting to consumer identity

Utilizing incentives and reward design

Approach 2 – Information and persuasion (shared: Marketing & Behavioural Science)

Using information to shape attitudes and choice

Implementing the principles of persuasion

Approach 3 – Nudging and choice architecture (Behavioural Science):

Employing choice architecture

Harnessing behavioral pricing

Implementing nudges at scale

Synthesis – from insight to influence behavior: selecting and combining the right levers for a given consumer, context and objective; responsible influence in practice.

Learning outcomes

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

- Explain and compare the three principal approaches to influencing consumer behaviour – motivation and incentives, information and persuasion, and nudging and choice architecture – and the psychological and economic mechanisms underlying each.
- Critically evaluate when and why particular influence levers are effective, selecting the most appropriate approach for a given consumer, context and objective.

Indicative reading list

[Reading lists can be found in Talis](#)

Research element

Yes – students use secondary sources and evidence to design and justify influence strategies.

Interdisciplinary

Yes – the module is explicitly interdisciplinary, co-designed and co-taught by Marketing and Behavioural Science.

International

Use of international examples and case studies.

Subject specific skills

Apply appropriate consumer-influence tools to realistic marketing problems and design interventions that are effective and ethically defensible.

Transferable skills

Communicate influence strategies and their evidence base clearly to decision-makers, and work effectively in a team.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Other activity	18 hours (12%)
Private study	50 hours (33%)
Total	150 hours

Type	Required
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures/ seminars/ workshops and own reading

Other activity description

9 x 2 hrs F2F workshop

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 A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment 2000 words	80%	58 hours	Yes (extension)
Reassessment component is the same			
Assessment component			
Group Presentation 15 mins	20%	14 hours	No
Reassessment component			
Individual Assignment 1000 words			Yes (extension)

Feedback on assessment

via my.wbs

Availability

There is currently no information about the courses for which this module is core or optional.