UNIVERSITY of BRADFORD

Module Details

Module Title	Consumer Behaviour and Digital Insights
Module Code	MAR5012-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours

Type	Hours
Directed Study	164
Lectures	24
Tutorials	12

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

To develop the knowledge and skills that are required to understand, explain, research, and influence the behaviour of consumers.

Outline Syllabus

The nature of consumer behaviour
Individual and environmental influences on consumer behaviour
Stages and roles in consumer decision-making
Learning and memory
Consumer motivation
Culture and consumption
Ethics of consumption
Methods for researching and understanding consumers
Defining research problems and information needs and specifying research objectives.
Implementing qualitative and quantitative research.
Presenting results for marketing decisions.
Evaluating research.
Understanding a range of relevant techniques used to gain depth of consumer insight.
Effective analysis of the data generated from relevant techniques.

Learning Outcomes

Outcome Number	Description
O1	1a) Recognise and evaluate important influences on consumer behaviour. 1b) Understand and apply the appropriate use of marketing research techniques, including the specification of marketing problems and application of analysis frameworks. 1c) Appreciate how theory and research relating to consumer behaviour can contribute to effective marketing practice. 1d) Demonstrate a coherent and detailed understanding of a range of technique's available to provide consumer insight.
O2	2a) Analyse and explain key aspects of consumer behaviour, using appropriate theoretical concepts and frameworks. 2b) Design and implement market research to better understand the needs and behaviour of consumers, using appropriate methods to collect, process and analyse data. 2c) Apply your knowledge of consumers' behavioural influences and processes in order to develop more effective marketing strategies. 2d) Apply methods and techniques presented within the module to given and chosen scenarios to improve insight and in turn improve marketing strategy.

Learning, Teaching and Assessment Strategy

The delivery of the module will be through lectures and tutorials. Knowledge is disseminated in lectures with tutorial support, in the form of case study, debate and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions.
For assessment students will develop portfolio that will show their understanding and application of a range of research techniques and ability to analyse consumer behaviour. This portfolio will focus on understanding of consumer behaviour theories and its application within a given market. LO 1a, 1b, 1c, 1d, 2a, 2b, 2c, 2d.

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Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual coursework (4000 words)	100%

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:
This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.