

| Module Details | |
|----------------|----------------------------------------------------|
| Module Title | Consumer Behaviour and Insights in the Digital Age |
| Module Code | MAR7510-B |
| Academic Year | 2024/5 |
| Credits | 20 |
| School | School of Management |
| FHEQ Level | FHEQ Level 7 |

| Contact Hours | |
|----------------|-------|
| Type | Hours |
| Directed Study | 164 |
| Lectures | 24 |
| Tutorials | 12 |

| Availability | |
|--------------|-------------------------------------|
| Occurrence | Location / Period |
| BDA | University of Bradford / Semester 2 |

| Module Aims |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>To develop the knowledge and skills that are required to understand, explain, research, and influence the behaviour of consumers in digital age by focusing on the way technologies and internet affect consumer decision making process. To enable students to be able to critically discuss consumer behaviour concepts within the context of marketing management/digital marketing and in a wider, societal context, through experience in the use of traditional and digital models, frameworks and techniques. To provide understanding of what consumer insights are and how companies can gain them using social media.</p> |

Outline Syllabus

- 1) Introduction to consumer behaviour. How technologies and internet affect consumer behaviour.
- 2) Individual decision process. Group decision process. The role of digital marketing in consumer decision making process.
- 3) Situational effects and digital environment.
- 4) Consumer perception, effect of digital advertising.
- 5) Consumers as individuals-the self-concept, digital self.
- 6) Consumer motivations and emotions.
- 7) Attitudes.
- 8) Group influence, social media influencers, eWOM communications.
- 9) Culture and consumer meaning, consumer digital culture.
- 10) Income and social class.
- 11) Ethics and sustainability.
- 12) Consumer responses to innovations.
- 13) Understanding the nature of marketing research, qualitative research, quantitative research, observation research, research ethics, digital consumer insights using social media.

Learning Outcomes

| Outcome Number | Description |
|----------------|---------------------------------------------------------------------------------------------------------------------------------|
| 01 | Identify and critically discuss the key concepts and theories of consumer behaviour. |
| 02 | Apply consumer behaviour concepts and theories to marketing related problems. |
| 03 | Critically review literature. |
| 04 | Identify the specific uses of a range of marketing research techniques/methodologies in the marketing and business environment. |
| 05 | Work effectively in groups. |

Learning, Teaching and Assessment Strategy

The delivery of the module will be through lectures/seminars, tutorials and directed studies. 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.

Lectures and tutorials will provide students with the information required to enhance their knowledge and gain critical awareness of consumer behaviour and marketing research. (LO 1, 4). In the seminars the emphasis will be on student participation in critical discussion and application of contemporary and key consumer behaviour concepts and skills to both real world and academic practical and research problems (LO 1, 2, 3, 4, 5).

Lectures will be supplemented by project based tutorial assignment. Tutorials will be used to reinforce the taught component and formative assessments will allow for monitoring progress. These will be supplemented by web-based learning and self-directed learning to support each topic will take place within the directed study time.

Assessment is based on individual coursework aimed at demonstrating the depth of understanding the behaviour of consumers, their decision-making process and application of research and analysis techniques.

Formative feedback is provided in the tutorials and lectures. Written summative feedback is given after the submission of coursework.

| Mode of Assessment | | | |
|--------------------|----------------------|------------------------------------------------------------|-----------|
| Type | Method | Description | Weighting |
| Summative | Coursework - Written | Individual assignment (3000 words) | 100% |
| Formative | Not assessed | In-class quiz (5-10 minutes after each lecture) 10 minutes | N/A |

| 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.

© University of Bradford 2024

<https://bradford.ac.uk>