

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)
Module Title	Consumer Behaviour
Module Syllabus no. (if any)	MKT3007
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> ✓ Analyse the differences between organisational purchases and consumer buying. ✓ Develop a critical awareness of the frequencies of buyer behaviour, New Buy, Rebuy and Routine purchases ✓ Compare and contrast a range of purchase decision models ✓ Critically evaluate the practical needs of the buyer or the buyer's organisation, and the emotional or personal needs of the individual. <p>Subject - specific Skills</p> <ul style="list-style-type: none"> ✓ Identify and utilize sources of information, methods of information collection and methods of data analysis. ✓ Apply behavioural and psychological theories, concepts and models to segmentation, perceptual mapping, purchasing and marketing issues in general. ✓ Critically evaluate the decision making process and influences upon a customer. <p>Key Skills</p> <ul style="list-style-type: none"> ✓ Explain concepts and theories clearly, cogently and be able to apply these critically to problem solving and marketing contexts ✓ Explain how consumers make decisions using both appropriate cognitive and behaviourist models ✓ Manage time and tasks effectively in the context of individual study
No. of teaching hours	Seminars and seminars: 48 hours Self directed study: 102 hours Time constrained Essay: 20 hours Individual Essay: 30 hours Total: 200 hours
Teaching Methods	This module uses lectures and seminars and will be supported by a NILE site where students will find details on lectures / assessments / study guide etc. There will also be practice questions to support and aid learning on NILE for students to access.
Assessment Methods and Weighting	ES1 - Essay/ 40% ES2- Individual Essay / 60%

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	<ul style="list-style-type: none"> • Consumer behaviour: a European outlook - Schiffman, Leon G., Kanuk, Leslie Lazar, Hansen, Håvard, Financial Times Prentice Hall, 9780273736950 • Consumer behaviour: a European perspective - Solomon, Michael R., Bamossy, Gary J., Askegaard, Søren, Hogg, Margaret K., 9780273772729
Additional reference texts (if any)	<ul style="list-style-type: none"> • Consumer behaviour: a European perspective - Antonides, Gerrit, Raaij, W. Fred van, Wiley, 0471975133 • Consumers - Arnould, Eric J., Price, Linda, Zinkhan, George M., McGraw-Hill Education, 0071214267 • Emotion and reason in consumer behavior - Chaudhuri, Arjun, Butterworth-Heinemann, 9780750679763 • Understanding the consumer: a European perspective - Dubois, Bernard, Prentice Hall, 0136163688 • Consumer behavior: science and practice - Kardes, Frank R., Cline, Thomas W., Cronley, Maria L, South-Western Cengage Learning, 9780538746861
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	Identifying and analysing theories, concepts and paradigms relevant to consumer behaviour
2	To demonstrate and appreciate behaviourist theory and cognitive theory
3	To explain learning, perception, attitude, motivation, cognitive dissonance, decision making, and purchase decisions
4	To use market segmentation effectively, to identify and target opportunities for comparative analysis of existing and new markets
5	Marketing communication constraints, suitability and availability
6	Using psychological factors to enhance the message in advertising
7	Particular difficulties in evaluating behavioural marketing, with examples of cultural and international usage, targeting, strategic success's and failures
8	To make an effective presentation of ideas, beliefs and values verbally and in writing

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