

Module title:	Consumer Behaviour		
Module code:	APME59	Providing School:	Agriculture, Policy & Development
Part/Level:	M	Number of credits:	10
Terms in which taught:	Spring	Module convenor:	Dr M Mazzocchi
Pre-requisites:	-	Co-requisites:	-
Modules excluded:	-	Current from:	2004-2005

Aims:

The module aims to discuss the theories for understanding and influencing changes in consumer behaviour, with a special focus on food products and advertising.

Intended learning outcomes:

Assessable outcomes:

Students will develop knowledge of consumer behaviour theories and models for understanding purchasing mechanism; identifying a range of factors which influence consumer behaviour; understanding how advertising is calibrated to achieve different objectives; identifying specific issues related to the analysis of food consumption behaviour.

Additional outcomes:

Students will develop effective verbal and written communication skills and using appropriate presentation aids. Students will develop critical skills by analysing consumer behaviour under different perspectives and theoretical frameworks.

Outline content:

- Paradigms and models of Consumer Behaviour
- Information processing
- Attitudes, beliefs and behaviour
- Social influence and culture in consumer behaviour
- Consumers, retailers and the shop environment
- The loyalty concept: brand and store loyalty
- Consumer satisfaction and quality
- The response to advertising

Brief description of teaching and learning methods:

Each lecture is opened by a student-led seminar presentation on a case-study based upon the topic discussed in the previous week lecture and suggested further readings, followed by discussion. The lectures will provide the theoretical background for the applied case-study.

Contact hours

	Autumn	Spring	Summer
Lectures		16	
Tutorials/seminars		4	
Practicals		none	
Other contact (e.g. study visits)		none	
Total hours		20	
Number of essays or assignments		1	

Other (e.g. major seminar paper)		none	
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Coursework

The module will be assessed on the basis of a seminar presentation on the topic covered in the previous week and a related essay to be delivered by the end of the term. The seminar should include a very brief link with the theory, a food-related case-study, and a critical assessment in terms of marketing strategy. The scope of the presentation is to illustrate the main points of the essay and receive feedback from the lecturer and the class. The final essay should be of no more than 2,000 words. Seminar presentations will last up to 10 minutes per student. Presentation will be individual, while the final essay can be submitted jointly by students covering the same topic. The final mark is 20% based on the presentation and 80% on the final essay.

Relative percentage of coursework : 70%

Penalties for late submission

Standard University rule applies: 10% marks deducted for work submitted up to one week late. Work submitted more than one week late will be awarded a zero mark.

Examination

Two-hour examination paper in Summer term

Relative percentage of examination: 30%

Requirements for a pass

A mark of 50% overall.

Reassessment arrangements

By re-examination in August/September.

MM February 2004