

Module Title:	Consumer Insights and Psychology
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This module combines the theory and practical application of consumer psychology and consumer insights in a marketing context. As such the teaching and learning strategies encompass both lecture delivery of theory, plus assessments that drive the application of knowledge. Learners will be exposed to both academic materials (texts, academic articles) and industry practice (case-studies, industry reports).
Module Aim:	The aim of this module is to familiarise the learners with the theories & concepts of consumer psychology, and their application in driving consumer insights and delivering effective marketing strategies. The module will also explore the contemporary issues arising from the development of consumer insights in a digital age.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically review the key theories and concepts in consumer psychology.
LO2	Recognise and evaluate the application of consumer psychology in marketing practice.
LO3	Assess the development of consumer insights in the digital era, including ethical implications.
LO4	Apply their knowledge of consumer psychology and consumer insights to provide effective marketing solutions.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Introduction to Consumer Behaviour Evolution of consumerism - Classifying consumers - Behavioural economics - Consumer Segmentation & Positioning - Consumer Personas - Future trends (neuromarketing, sustainable consumption, consumer misbehaviour)
Consumer Psychology - Internal Factors Decision making & involvement - Learning & memory - Perceptual process - Attitude theory & behavioural change - Personality, self & motivation
Consumer Psychology - External Factors Groups, social processes & communications - Culture - Patterns of buyer behaviour
Consumer Insights Technology trends - Big Data - Consumer analytics - Social networks & consumer behaviour - Ethical implications

Assessment Breakdown	%
Continuous Assessment	50.00%
Project	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Learners will be required to complete a small portfolio of assignments which demonstrate their learning with regards to consumer psychology theory & practice and consumer insights. Possible portfolio artefacts may include: review of current literature; assessment of marketing strategies for evidence of consumer psychology/consumer insights application; evaluation of the consumer insights practices of organisations.	1,2,3	50.00	Sem 1 End

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will be required to profile the consumer behaviour of a target market/segment(s) and use this insight to inform marketing decisions.	2,3,4	50.00	Sem 2 End

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	30 Weeks per Stage	5.37
Total Hours		162.50

