

Module Title:	Consumer Psychology and Behaviour
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	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 papers) and industry practice (case-studies, industry reports).
Module Aim:	The aim of this module is to familiarise learners with the theories & concepts of consumer psychology and buying behaviour, and their application in effective marketing and digital marketing strategies.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Articulate the key theories, concepts and influencing factors associated with consumer psychology and buyer behaviour.
LO2	Recognise and evaluate the application of the key theories, concepts & influencing factors of consumer behaviour in marketing practice.
LO3	Identify and discuss the implications of changing consumer behaviour for marketing practitioners.
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

Profiling the Consumer

Classifying consumer markets; Segmentation & Positioning Strategies; Consumer Personas; Customer Journey Mapping; Changing Consumer & Future Trends.

Consumer Psychology

Theories focusing on the concepts of: Perception, Attitude, Motivation, Learning & Memory, The Self; Behavioural psychology and Nudge Theories; Neuromarketing.

Consumer Buying Journey

Models of consumer buying behaviour - decision making & involvement; Decision making units; Customer Journey Mapping; Touchpoints.

Influences on Consumer Buying Journey

Internal and External Influence; Social influence; Tribes; Group & Family; Culture & Sub-culture; Nostalgia.

Assessment Breakdown

	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will engage with both academic and industry materials in the course of their studies and will be required to complete a project demonstrating achievement of the learning outcomes. This project will typically require learners to identify the application of key consumer psychology & behaviour concepts in marketing practice, and to reference both academic and industry sources. The project may be team based but will also include an individual module learning reflection. Formative feedback will be provided on draft submissions at key stages of the assessment process. Example projects may include: persona development; customer journey mapping; researching customer decision making.	1,2,3	100.00	Sem 1 End

No Project

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>
Contact Hours	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Contact Hours	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	5	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	3	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	3	Mandatory