

Full Title:	Consumer Psychology
Module Code:	MRKT B8018
Credits:	5
Valid From:	Semester 2 - 2012/13 (February 2013)
Module Delivered in	3 programme(s)
Module Description:	Tthe role of Consumer Psychology is explored. Learners are exposed to the principles of psychology and how it impacts upon the consumer in everyday actions.
Learning Outcomes:	
<i>On successful completion of this module the learner should be able to</i>	
<ol style="list-style-type: none"> 1. Demonstrate a comprehensive understanding of the core models within this field of study. 2. Evaluate consumer psychology models. 3. Explore and debate the current areas of critical concern to Consumer Psychology. 4. Provide clear evidence that s/he is able to demonstrate the practical application of this knowledge. 5. Appraise his/her own learning journey 	

Module Content & Assessment

Indicative Content

Changes taking place in society.

A particular emphasis is placed upon Irish society in the context of international influences on consumer psychology

The cognitive customer

Perceptions, attitudes & behaviour, theory of learning are explored and discussed with relevant examples

The personal consumer

Motivation & lifestyle, personality types

Contemporary issues in Consumer Psychology

Learners are exposed to the issues facing consumers as they engage in the process of consumption

Assessment Breakdown

%

Course Work

100.00%

Full Time

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Marks Out Of	Pass Marks	Assessment Date	Duration
Written Report	The learner will identify an aspect of Consumer Psychology that is of interest and prepare a paper for submission and presentation.	3,4	20.00	0	0	Week 9	0
Practical/Skills Evaluation	The learner will be exposed on a regular basis to class discussion and debate on relevant issues. These will be both on and off-line. Invited guests will also present as an integral component of this module. The learner will prepare, as a team member, a review and evaluation of the material being studied and presented. There will be at least 2 of these reviews prepared. First in approximately week 4 (15%), with another in approximately week 8 (25%)	1,2,3	40.00	0	0	n/a	0
Class Test	There will be 2 in-class tests each worth 15%. Taking place early in the semester and approximately half-way through, these are designed to show the learner the extent to which s/he is engaging with the material	1,2	30.00	0	0	n/a	0
Reflective Journal	Each learner will track his/her learning journey. This will be captured by means of a reflective journal uploaded to a VLE	5	10.00	0	0	Week 9	0

No Project

No Practical

No End of Module Formal Examination

Reassessment Requirement**A repeat examination**

Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

Reassessment Description

An opportunity to repeat components missed/failed will be afforded. In the case of the class discussion/debate component-given the nature of this exercise it is impossible to offer this for repeat. An alternative assessment will be offered of similar quality

DKIT reserves the right to alter the nature and timings of assessment

Module Workload & Resources

Workload: Full Time

Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Traditional presentation to introduce some new material	1.00	Every Week	1.00
Lecturer-Supervised Learning (Contact)	Here the learner will be exposed to discussion and debate on varying issues	2.00	Every Week	2.00
Directed Reading	The learner will be expected to acquaint him/herself with relevant material. VLE facilities will be used extensively here	3.00	Every Week	3.00
Independent Study	The learner is expected to stay abreast of relevant matters	3.00	Every Week	3.00
Total Weekly Learner Workload				9.00
Total Weekly Contact Hours				3.00

This course has no Part Time workload.

Resources
<i>Recommended Book Resources</i>
Foxall, Goldsmith & Brown 2003, <i>Consumer Psychology for Marketing</i> , Thomson ISBN: 1-86152-371-8
<i>Supplementary Book Resources</i>
Kotler, <i>Marketing Management</i> , Prentice-Hall
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p><i>n/a: Academic Journals:</i></p> <p><i>n/a: European Journal of Marketing</i></p> <p><i>n/a: Marketing Intelligence & Planning</i></p> <p><i>n/a: International Marketing Review</i></p> <p><i>n/a: Journal of Consumer Marketing</i></p> <p><i>n/a: Journal of Product & Brand Management</i></p> <p><i>n/a: Journal of Managerial Psychology</i></p> <p><i>n/a: Tutors notes</i></p> <p><i>n/a: Peer evaluations</i></p> <p><i>n/a: Consumer Representative Associations, domestic and others</i></p> <p><i>n/a: Relevant WWW sites</i></p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
DK_BBUST_8	Bachelor of Business (Honours)	4	Elective
DK_BMRKT_8	Bachelor of Business (Honours) in Marketing	3	Elective
DK_BSMKM_8	Higher Diploma in Business in Business and Marketing	1	Elective