

Buyer Behaviour

Module Code	4MARK005W
Module Level	4
Length	Session One, Three Weeks
Site	Central London
Host Course	London International Summer Programme
Pre-Requisite	None
Assessment*	Closed book exam (50%), Group Presentation (50%)

***NOTE:** the assessment for this module is subject to change. For an up-to-date information, please check the Summer Programme [webpage](#)

Summary of module content

This module is rich in theory from consumer studies, psychology and sociology explaining why consumers behave the way they do and how marketers can use this information. Both customer and organisational decision-making processes are explored.

Learning outcomes

By the end of the module, the successful student will be able to:

1. Identify the impact and importance of culture, values, beliefs, conventions and other internal and external influences on customers and consumers' decisions.
2. Understand the nature of organisational buying behaviour in today's market
3. Relate theories and concepts of buyer behaviour, product use (goods and services) and consumption to real life examples.
4. Distinguish the differences between B2B and B2C decision-making processes in a wide range of contexts
5. Demonstrate the skills required to work effectively and present in groups well supported ideas in a coherent and professional manner.
6. Explore and reflect on personal capabilities; manage and prioritise own study time to meet set objectives.

Course outcomes the module contributes to:

L4.5 Take responsibility for your own learning, with some guidance, developing strategies for managing study time and meeting deadlines, whilst working individually or in groups (KTS)

L4.7 Identify the impact and importance of culture, values, beliefs, conventions and other internal and external influences on organisations, customers and consumers' decisions. (GA)

L4.9 Understand the internal and external influences on the management of businesses and organisations and their marketing in the global economy (KU)

Indicative syllabus content

Introduction to CB and Decision Making Process; Consumer involvement, Learning; Consumer perception; Consumer Motivation and Emotions; Consumer Attitudes and Personality; Consumer Social Class; Consumer Culture; Group - interpersonal and Situational influences; Organisational buyer behaviour.

Teaching and Learning Methods

There will be lectures, seminars and workshops. This mixture of teaching formats will be using real life examples and case studies to communicate key concepts and techniques. Throughout the course, the importance of effective communications and full interpretation of information will be emphasised. Students are encouraged to use the Internet and other digital media.

Activity type	Category	Student learning and teaching hours*
Lecture	Scheduled	18
Seminar	Scheduled	18
Supervised time in studio/workshop	Scheduled	12
Total Scheduled		48
Placement	Placement	
Structured independent study	Independent	42
Module and course-based general study	Independent	42
Working on and taking assessments	Independent	68
Total independent study hours		152
Total student learning and teaching hours		200

*the hours per activity type are indicative and subject to change.

Assessment rationale*

***NOTE:** the assessment for this module is subject to change. For an up-to-date information, please check the Summer Programme [webpage](#).

This module will include two forms of assessment. These will be able to assess and develop student's ability to work within a group and individually.

Assessment 1 – This will be a group presentation that assesses student's ability to apply buyer behaviour theories to a given business context. Student learning from this assessment will allow them to develop a deeper understanding of the importance of culture, values, beliefs, conventions and other internal and external factors in customers and consumers' decisions.

Assessment 2 – This will be an individual assessment via a closed book examination that will assess student understanding on buyer behaviour theories and contemporary buyer behaviour issues. Student's abilities to distinguish between B2B and B2C buyer behaviour will also be assessed through either theoretical application or through given business contexts.

The assessment for this module has been designed in the full expectation that

formative assessment is completed, as directed, by the module leader; failure to do so is likely to impact on the student's ability to pass the module.

Assessment criteria

- Student's ability to comprehend how consumers & buyers behave in different contexts, cultures, and consumption and usage situations, both individually, within and across groups.
- Student's ability to analyse and apply consumer behaviour and organisational buying behaviour theory to marketing action in different contexts and usage situations.
- Student's ability to practice active learning, problem solving, and autonomy.
- Student's ability to apply the marketing knowledge and transferable skills required for professional marketers.

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment type
Group assessment	50	30	n/a	1, 3, 5, 6	Group Presentation
Examination	50	30	n/a	1,2,3,4	End of module closed book (1 ½ hours)

Synoptic assessment

n/a

Sources

Essential Reading

Blythe, J. (2013) *Consumer Behaviour*. (2nd ed.) London: SAGE Publications.

Evans, M., Jamal, A. & Foxall, G. (2009) *Consumer Behaviour*. (2nd ed.) Chichester, England: Wiley Publications.

Buyer behaviour in organisations textbooks will be included.

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