



UK

## SYLLABUS 2026-2027

### Consumer Behaviour

#### MODULE SPECIFICATION

|                                                                         |                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Module Code                                                             | 2627_MKT_1_EN_027                                                                                                                                                                                                        |
| Campus                                                                  | Oxford                                                                                                                                                                                                                   |
| Department(s)                                                           | Marketing                                                                                                                                                                                                                |
| Level / Semester                                                        | Undergraduate Year 3 (U3); Equivalent to FHEQ level 6<br>Semester 05                                                                                                                                                     |
| Language of Instruction                                                 | English                                                                                                                                                                                                                  |
| Teaching Method                                                         | <input checked="" type="checkbox"/> In-person (face-to-face)<br><input type="checkbox"/> Distance learning (live online)<br><input type="checkbox"/> e-Learning (asynchronous)<br><input type="checkbox"/> Hybrid: _____ |
| Pre-requisite(s)?                                                       | None                                                                                                                                                                                                                     |
| ECTS<br><i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i> | 4                                                                                                                                                                                                                        |
| Equivalent FHEQ credits                                                 | 8                                                                                                                                                                                                                        |
| Study Hours                                                             | 80 hours which comprise of 30 directed learning and 50 independent learning/assessment hours                                                                                                                             |

#### MODULE DESCRIPTION

|                      |                                                                                                                                                                                                                                                                                                                                            |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Module Aims          | Students analyse the influences shaping consumer decisions and behaviours across cultural, social, and psychological dimensions. The module introduces qualitative research methods and data-driven insights to understand decision-making processes. Findings are applied to inform marketing strategies and enhance customer engagement. |
| Teaching Arrangement | The module is delivered through videography, group work, a marketing research report, and an oral defence.                                                                                                                                                                                                                                 |

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|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Learning Outcomes</b>                                                          | <p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Critically evaluate the determinants of consumer behaviour, including psychological, social, and cultural influences on decision-making.</li> <li>2. Apply qualitative research methods such as interviews, observations, and videography to analyse consumer behaviour.</li> <li>3. Assess consumer decision-making processes, identifying key decision stages, influencing factors, and credible information sources.</li> <li>4. Develop data-driven marketing recommendations based on consumer insights to enhance business strategy and customer engagement.</li> </ol> |
| <b>Competency Goals</b><br><i>(Knowledge, expertise and interpersonal skills)</i> | PGE_U_CG03 - Develop and implement marketing and sales strategy<br><hr/> PGE_U_CG05 - Innovate to adapt to its environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Alignment with Programme Learning Goals</b>                                    | PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy<br><hr/> PGE_U_CG05_LO04 – Develop decision-making support tools                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

## SESSION TOPICS / MODULE SCHEDULE

*(Please note, a session/sequence may be more than one scheduled class)*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <p><b>Session 1: Introduction</b></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> <li>• Module objectives</li> <li>• Module evaluation process</li> <li>• Why we study consumer behaviour</li> <li>• What is marketing?</li> <li>• Marketing process</li> <li>• What is marketing research?</li> </ul> <p><i>References:</i></p> <ul style="list-style-type: none"> <li>• Burns, A.C. and Veeck, A. (2019) <i>Marketing research</i>. 9th edn. Pearson.</li> <li>• Solomon, M.R. and Russell, C.R. (2024) <i>Consumer behavior: Buying, having and being</i>. 14th edn. Harlow, United Kingdom: Pearson</li> </ul> <p><i>Assignments:</i></p> <ul style="list-style-type: none"> <li>• Class discussion</li> <li>• Case studies</li> </ul> |
| <p><b>Session 2: Market Research Process</b></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> <li>• Explain and present: <ul style="list-style-type: none"> <li>○ Marketing research stages</li> </ul> </li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

*Last reviewed: 17/09/2026*

- Marketing research objectives
- Marketing research questions
- Marketing research design
- Main data collection tools

*References:*

- Burns, A.C. and Veeck, A. (2019) *Marketing research*. 9th edn. Pearson.

*Assignments:*

- Class discussion
- Case study
- Present and justify a research design

### Session 3: Secondary Data Analysis

*Content:*

- How and where to collect secondary data
- How to do documentary/desk research
- How to synthesise information

*References:*

- Burns, A.C. and Veeck, A. (2019) *Marketing research*. 9th edn. Pearson.

*Assignments:*

- Marketing research report: secondary data analysis

### Session 4: Qualitative Research

*Content:*

- How to conduct qualitative market research, including:
  - Qualitative research design
  - Presentation of qualitative research tools (e.g. videography, netnography, interviews, participant & non-participant observations)
  - Qualitative data analysis and recommendations

*References:*

- Burns, A.C. and Veeck, A. (2019) *Marketing research*. 9th edn. Pearson.

*Assignments:*

- Qualitative data analysis and recommendations
- Class discussions
- Case studies

### Session 5: Market Research Presentation

*References:*

- Burns, A.C. and Veeck, A. (2019) *Marketing research*. 9th edn. Pearson.

*Assignments:*

- Marketing research report presentation and justification using models, theories, and examples taught in class

### Session 6: Introduction to Consumer Behaviour

*Content:*

- Why we study consumer behaviour
- Present module objectives and evaluation process (with regards to consumer behaviour part only)

- Present different stages in consumer decision process and main internal & external influence factors

*References:*

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

*Assignments:*

- Class discussion
- Case studies

### Session 7: Understanding the Consumer Decision Process

*Content:*

- Study consumers' motivations and perception processes

*References:*

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

*Assignments:*

- Class discussion
- Case studies

### Session 8: Consumer Evaluation Process

*Content:*

- How consumers evaluate:
  - Cognitive and affective evaluation decision processes
  - Influence of values, involvement and trust in the evaluation processes
  - Elaboration Likelihood Model (ELM)

*References:*

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

*Assignments:*

- Class discussion
- Case studies

### Session 9: Consumer Buying and Post-Purchase Evaluation Process

*Content:*

- Study:
  - Relation between attitudes and behaviour (the call for action)
  - Post-purchase evaluation and loyalty of customers
  - Cognitive and behavioural learning processes
- Evaluation:
  - Class discussion
  - Case studies
  - Multiple Choice Questions (MCQ)

*References:*

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.

### Session 10: Final Presentation

#### References:

- Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.
- Arnould, E.J., Thompson, C.J., Weinberger, M. and Crockett, D. (eds.) (2023) *Consumer culture theory*. 2nd edn. Thousand Oaks, CA: SAGE Publications.

#### Assignments:

- Promotional video or print advert presentation and justification on the product/service/cause chosen by the students
  - Using models, theories and examples taught in class, students should explain why their promotional video or print advert helps consumers buy the product/service/cause chosen

## KEY TEXTS

1. Solomon, M.R. and Russell, C.R. (2024) *Consumer behavior: Buying, having and being*. 14th edn. Harlow, United Kingdom: Pearson.
2. Burns, A.C. and Veeck, A. (2019) *Marketing research*. 9th edn. Pearson.
3. Arnould, E.J., Thompson, C.J., Weinberger, M. and Crockett, D. (eds.) (2023) *Consumer culture theory*. 2nd edn. Thousand Oaks, CA: SAGE Publications.

## SUPPLEMENTARY TEXTS

1. N/A

## MODES OF ASSESSMENT

|                             |                          |     |
|-----------------------------|--------------------------|-----|
| Continuous Assessment (40%) | Group project            | 30% |
|                             | Case study               | 10% |
| Final Exam (60%)            | Closed book written exam |     |

## MODULE DESIGN TEAM

- Author: *Olivier Kovarski*
- Reviewer: *Kalust Manukyan*
- External Reviewer: *André Blackman*