



UK

## SYLLABUS 2025-2026

### Consumer Behaviour

#### MODULE SPECIFICATION

Module Code	2526_MKT_1_EN_027
Campus	Oxford
Department(s)	Marketing
Level / Semester	Undergraduate Year 3 (U3); Equivalent to FHEQ level 6 Semester 06
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <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.

<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> <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG03 - Develop and implement the marketing and sales strategy
	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
	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)*

<p><u>Session 1: Introduction</u></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><u>Session 2: Market Research Process</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> <li>● Explain and present:</li> </ul>

*Last reviewed: 17/09/2025*

- Marketing research stages
- 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

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### 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

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### 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

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### 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*