

Module code: MOD002525	Version: 7 Date Amended: 29/Jan/2020
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1. Module Title
Consumer Psychology

2a. Module Leader
Cathrine Jansson-Boyd

2b. School
School of Psychology, Sport and Sensory Sciences

2c. Faculty
Faculty of Science and Engineering

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module introduces students to a selection of issues in the area of consumer psychology. It will explore how theories within social, cognitive and developmental psychology can help explain consumption behaviours. The module will address issues related to positive and negative influences of a consumer society upon individual's psychological process and functioning. It will also look at how aspects of consumption can influence development at an early age as well as affect behavioural outcomes in later life. Other areas covered will include processes involved in consumer decision making, and controversial ethical arguments surrounding marketing practices. Students will learn practical transferable skills such as how to manage information and communicate effectively in written format.

6b. Outline Content

- Introduction to Consumer Psychology - Consumer decision making - Rationality of consumer choice - Aesthetics in the retail environment - Consumer culture and impact on sense of identity and well-being - Psychology of advertising - Media and attitude formation - Social responsibilities of media (e.g. violence in the media and influence of pornography) - How children are affected by consumption - Effects of consumption upon the environment

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Module leader must be an active researcher in the area of the module, Students will need access to SPSS and subject specialist journals (e.g. Journal of Consumer Psychology) and books.

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate critical assessment of the various psychological theories that explain consumer-related behaviours.
2	Knowledge and Understanding	Analyze practical applications of Consumer Psychology.
3	Knowledge and Understanding	Critically evaluate influences of a consumer society upon individuals' psychological processes and functioning.
4	Intellectual, practical, affective and transferrable skills	Demonstrate an understanding of the methods used in consumer psychology to investigate different types of consumer behaviours. Independently manage and undertake research in the area of Consumer Psychology.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	Lecture 1 hr X 11 weeks plus 1 hour lecture in TW 12
Other teacher managed learning	5	1-4	5 x 1 hour seminars
Student managed learning	133	1-4	3 hours reading for each lecture; 48 hours seminar preparation; 52 hours assessment preparation
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-2	50 (%)	Fine Grade	30 (%)
Essay: 1500 words					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Examination Cambridge	3-4	50 (%)	Fine Grade	30 (%)
Exam: 1.5 hours					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]