



Module Definition Form (MDF)

Module code: MOD011269	Version: 1 Date Amended: 13/Oct/2025
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1. Module Title
Consumer Analysis

2a. Module Leader
Cathrine Jansson-Boyd

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

2c. Faculty
Faculty of Science and Engineering

3a. Level
7

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:	MSc in Psychology, Digital Marketing and Business		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In the marketing literature, Consumer Analysis entails the initial steps in marketing research that identify and collect information on the target market's needs, profiles and consumer behaviours. To do so effectively, an in-depth understanding of how the human mind works is essential. Therefore, this module will emphasise the workings of the consumer mind as well as how consumer responses can be altered and measured.

To explain why humans respond to different types of consumer stimuli it is important to know what captures their attention, how they perceive what they encounter as well as how their memory works. For example, it will be explored how cognitive factors affect the consumer decision-making process and how tactile input can be used to alter or enhance the perception of a product. This module will also introduce you to the functional neuroanatomy and basic principles of brain organisation. Moreover, the module will cover different types of techniques that can be used to research consumer related activities, including experimental methodologies and neuroimaging. The capabilities and limitations of the methods will be discussed, and practical examples of their application will be provided. The aim is to provide a coherent picture of how and why consumers act the way they do.

The module will be delivered through lectures that will involve both taught content and interactive discussion. The module provides an opportunity to develop a deeper understanding of Consumer Psychology, something that is a key requirement for effective marketing management.

6b. Outline Content

- * Cognitive process involved in consumer behaviour and decision making
- * Sensory Research
- * Consumer neuroscience
- * Affective decision-making
- * Brand loyalty
- * Motivational determinants underlying consumer decision-making

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Journals:

Journal of Behavioral Decision Making

Journal of Consumer Marketing

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Economic Psychology

Journal of Neuroscience, Psychology, and Economics

Journal of Product Innovation Management

Marketing Letters

Psychology & Marketing

Psychological Science

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	Recognise key cognitive and affective dimensions of consumer behaviour within the context of specific consumer markets.
2	Knowledge and Understanding	Value the importance of having a clear understanding of consumer decision-making.
3	Intellectual, practical, affective and transferrable skills	Illustrate how marketers apply psychological principles in order to increase consumer spending.
4	Intellectual, practical, affective and transferrable skills	Critically evaluate what motivates people to consume.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	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 12 weeks
Other teacher managed learning	12	1-4	Lecture/Seminar 1 hr x 12 weeks
Student managed learning	126	1-4	78 hours reading and preparation for coursework, 48 hours lecture/seminar reading
TOTAL:	150		

9. Assessment for the above Module Occurrence					
The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	40 (%)
Portfolio (3000 words)					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Case study (2000 words)	Canvas	70 (%)	All
010/2	Critical Evaluation (1000 words)	Canvas	30 (%)	

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]