

Module code: MOD011270		Version: 1 Date Amended: 13/Oct/2025	
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1. Module Title			
Applied Consumer Psychology			

2a. Module Leader			
Magdalena Zawisza			

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

This module will focus on Social Psychological Approach to Consumer Psychology. Its overall aim is to provide an insight into the psychological and social factors that influence consumer behaviour at various stages of consumption. The module will emphasise the reasons why the study of contemporary consumerism is important in fully understanding human behaviour as well as modern economies.

The module will discuss social-psychological aspects of consumers' functioning such as social influence tactics used in sales, persuasion or advertising alongside the role of consumer's personality and identity in offline and online contexts. Application of theories and research to topics such as sustainable consumption branding and advertising will be considered.

The module is designed to illustrate the diversity of schools of thought, paradigms and methods present in the field and to demonstrate the multiple ways that the psychology of the individual and groups can be applied to understanding consumers. During the course of the module emphasis will be placed on critical consideration of the application of theory to consumer context.

The module will equip students with a range of key transferable skills useful in the workplace, such as oral presentation skills, critical thinking, analysis of cases and application of theory to aid understanding of consumer behaviour.

6b. Outline Content

- * Social influence
- * Persuasion techniques
- * The role of personality and identity in consumption
- * Advertising effectiveness and effects
- * Sustainable consumption
- * Social perception and branding

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Specialist journals:

Advances in Consumer Research

Basic and Applied Social Psychology

Journal of Advertising

Journal of Advertising Research

Journal of Applied Social Psychology

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Marketing

Journal of Media Psychology

Journal of the Academy of Marketing Science

Sex Roles: A Journal of Research

Journal of Consumer Affairs

Journal of Consumer Culture

Marketing 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	Have a broad understanding of how social factors influence consumer behaviour and thought processes.
2	Knowledge and Understanding	Analyse and critique relevant theories applicable to the consumer psychology field.
3	Intellectual, practical, affective and transferrable skills	Apply theoretical models in order to analyse and understand contemporary consumer behaviour.
4	Intellectual, practical, affective and transferrable skills	Evaluate the outcomes of buyer behaviour that result from exposure to different types of social factors.

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 (%)
Oral Presentation with PPT submission (15 min including discussion equivalent to 2000 words)					

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]
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