

Course number 11-12/FWPF 1-2	Course title Understanding Consumer Behaviour		
Code COB	Semester 2	Number of WSH 4	Module offered Every academic year (Summer Semester)
Lecturers Sarah Rogers, Visiting Lecturer from Oxford Brookes University, UK	Tuition type Seminar-style tuition		Compulsory/Elective Elective

Learning outcomes

1. Critically understand the connectivity between marketing and consumption, consumers & consumer behaviour.
2. Assess and appraise consumer behaviour theories and marketing concepts from a critical perspective.
3. Demonstrate complex and conceptually challenging subject-specific knowledge, including a deep understanding of the Theory of Planned Behavior (TPB) to identify, develop, and create innovative and ethically sound marketing policies and strategies that promote sustainable consumption and contribute to a "better world".
4. Critically investigate research evidence, theories and practice to evaluate change agents predicted to significantly influence the behaviours of consumers and event participants in the future.

On completing the module the students will have achieved the following learning outcomes on the basis of scientific methods:

Scientific skills

Students develop their critical thinking as they examine and evaluate – through class-based discussions, case studies, digital broadcasts, independent (journal) reading and written papers – the influence of advertising, marketing and branding and the conceptual paradigms, frameworks and theories of consumer behaviour. These enable them to draw conclusions pertinent to future predictions for consumer behaviour and to develop marketing solutions that are both strategic and responsible.

Students are encouraged to use the complexity of the subject area to develop more tangential, creative ideas and solutions in relation to the interconnectivity between consumer behaviour and marketing.

Through blended learning (the supportive use of technology) students are able to explore their disciplinary specialisms in greater depth. Students are encouraged to make use of technology to evaluate theory, research studies and practice in researching for, preparing and presenting their assessment, analysing case studies, undertaking project work and in preparing class presentations and discussions.

During classes and in on-line fora students are encouraged to learn through reflection on practice and experience. As they gain an understanding of behavioural theories and their applications, and gain confidence in evaluating, presenting and discussing their ideas in class and in their written work, they begin to develop the ability to become self-reflective learners

Subject skills

Students develop their critical thinking and understanding of sustainable consumption through their examination and evaluation of the subject matter within the curriculum. They will utilise

class-based discussions, case studies, digital broadcasts, independent reading and written papers to inform their understanding of the lecture content and contribution to the more participatory seminars.

This will equip them with the knowledge to draw conclusions on future predictions for sustainable consumer behaviour transformation and to develop marketing solutions that align with a SDG/'better world' orientation.

Method skills

The assessment strategy is firmly embedded within the teaching & learning strategy of this module.

Students will develop an individual assessment that focuses on critically investigating sustainable consumption practices currently and in the future. They will need to explain and evaluate a Consumer Behaviour theory to inform their investigation, using academic and practice-based research evidence and examples (e.g. published research studies, market data). They will use the outcomes from their investigation to develop a future imagination of how sustainable consumption behaviour will transform into the future.

While this assessment will predominantly utilise written arguments, it encourages a variety of formats. Therefore, students will be encouraged to include visualisation (e.g. visual mapping of their ideas; infographic of a consumer psychographic profile), and digital content (e.g. self-created short video clips to illustrate their arguments).

Social skills

Students acquire the ability to develop, analyse and critically appraise alternative courses of action through group work, case studies and discussion sessions. They benefit from debating and reasoning skills, are able to work in a team and can present and defend results in front of an audience.

Personal skills

Students are able to contribute theoretically sound and practicable ideas based on their personal reflections as consumers;

Content

- Exploring Paradigms of Sustainable Consumer Behaviour
- Consumer Behaviour and Marketing
- Consumer Trends and Industry Reports
- Consumers and Brands
- Identity Theories and Groups
- Beliefs, Values, Attitudes.
- Motivation & Decision making
- Theory of Planned Behaviour
- Sustainable and ethical Challenges in Consumer Behaviour
- TAM and Future imagination - Reimagining the future
- Social Marketing

Literature

Ajzen, I. (no date) 'The Theory of planned behavior'. Available at: https://reedjoe.com/wp-content/uploads/2018/04/ajzen1991_teoriperilaku-yang-direncanakan_theory-of-planned-behavior.pdf.

Armitage, C.J. and Conner, M. (2001) 'Efficacy of the Theory of Planned Behaviour: A meta-analytic review', *British Journal of Social Psychology*, 40(4), pp. 471-499

Dibb, S. et al. (2023) *Marketing concepts and strategies*. 9th edition. Andover, England: Cengage Learning.

Fahy, J. and Jobber, D. (2019) *Foundations of marketing*. Sixth edition. London: McGraw-Hill Education.

Ind, N. and Iglesias, O. (2022) *In good conscience : do the right thing while building a profitable business*. Cham, Switzerland: Palgrave Macmillan.

Kotler, P. et al. (2020) *Principles of marketing*. Eighth European edition. Harlow, United Kingdom: Pearson Education Limited.

Gabriel, Y. and Lang, T. (2015) *The unmanageable consumer*. Third edition, 20th anniversary edition. Los Angeles: SAGE.

Armitage, C.J. and Conner, M. (2001) 'Efficacy of the Theory of Planned Behaviour: A meta-analytic review', *British Journal of Social Psychology*, 40(4), pp. 471-499

Montano, D.E. and Kasprzyk, D., 2015. Theory of reasoned action, theory of planned behavior, and the integrated behavioral model. *Health behavior: Theory, research and practice*, 70(4), p.231.

Consumer behaviour, by Isabelle Szmigin; Maria Piacentini, 2022

Solomon, M.R. and Russell, C.A. (2024) *Consumer behavior : buying, having and being*. Fourteenth edition. Global edition. Harlow, Essex: Pearson.

Mooij, M.K. de (2019) *Consumer behavior & culture: consequences for global marketing and advertising*. 3rd edition. London: SAGE Publications.

Teaching and learning methods

Lectures - - prior to in person teaching, three online lectures introducing Principles of Marketing
Seminar with exercises and activities focusing on Understanding Consumer Behaviour
 Workshop-style tuition with exercises
 Group exercises, small-scale case studies
 Use of online tools for comprehension checks
 Presentation by using PowerPoint or slides; course materials will be provided
 Student work within the e-learning framework of OTH Regensburg

Type of examination/Requirements for the award of credit points

Essay (100% weighting)

Other information

The course will take place on the following dates:
 Monday, 31 March, 17:00-19:00, virtual via Zoom
 Monday, 07 April, 17:00-19:00, virtual via Zoom
 Monday, 28 April, 17:00-19:00, virtual via Zoom
 Monday, 19 May, 10:00-17:15, S113 on campus at OTH
 Tuesday, 20 May, 08:15-17:15, S113 on campus at OTH
 Saturday, 24 May, 10:00-15:15, S113 on campus at OTH
 Monday, 26 May, 08:15-17:15, S113 on campus at OTH
 Tuesday, 27 May, 08:15-17:15, S113 on campus at OTH

ECTS Credits 5	Workload 150 hours Contact/attendance time: 60 h Additional work: 90 h	Course language English
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