



Module Descriptor

Title	Contemporary Consumer Behaviour		
Session	2025/26	Status	Existing Module
Code	MARK08009	SCQF Level	8
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	K McGowan		

Summary of Module

This module will develop student understanding of how and why people consume the way they do and how they themselves as consumers perceive, form attitudes and make decisions regarding their own consumption behaviours. The module will allow students the opportunity to explore and consider what influences consumers both internally and externally. Firstly, the lectures will consider the micro psychological and behavioural perspectives of consumer behaviour including learning and memory, motivation, personality, the self -concept, information processing, attitudes and attitudinal change and individual decision making. The module will then progress to consider the macro social and cultural perspectives of consumer behaviour where the lectures will address areas including culture, postmodernism, reference groups, experiential consumption, social processes and communications. Finally, the class will consider future trends in consumer behaviour.

At the heart of the marketing concept, the study of consumer behaviour provides a vast topic of study. It is crucial that students are able to understand the importance to organisations of recognising how consumers behave in the marketplace and how this impacts upon the wider business environment.

Module Delivery Method	On-Campus¹	Hybrid²	Online³	Work -Based Learning⁴
	☒	☐	☐	☐

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☐ Ayr		☐ Lanarkshire		☐ Online / Distance Learning	
	☐ Dumfries		☐ London		☒ Other (specify) NCL	
Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate an understanding of the scope, defining features and main concepts of the subject of consumer behaviour
L2	Undertake critical analysis of the micro perspectives that influence consumption and synthesize relevant ideas and issues in relation to contemporary societies and contextual situations
L3	Demonstrate awareness of and evaluate the macro social and cultural perspectives that influence consumption
L4	Apply knowledge in order to demonstrate an understanding of the role of customer insight in marketing practice and building customer relationships
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 8 Develop a knowledge of the scope, defining features and main areas underpinning the subject of consumer behaviour in different market sectors. Developing an awareness and understanding of the principle theories, concepts and terminology involved in consumer behaviour and the inherent difficulties in translating these into practice.
Practice: Applied Knowledge and Understanding	SCQF 8 Apply knowledge in using a range of professional skills, techniques and practices in order to demonstrate an awareness of the importance of understanding consumers for marketing and the wider business environment.
Generic Cognitive skills	SCQF 8 Understanding critical analysis, evaluation and synthesis of ideas, concepts and information.
Communication, ICT and Numeracy Skills	SCQF 8 Using a range of skills involved in accepted Marketing practice, such as conducting secondary research, designing presentations and portfolios

	in a professional manner and making use of a range of IT applications in order to do so.
Autonomy, Accountability and Working with Others	SCQF 8 Exercising autonomy and initiative in sourcing materials and taking responsibility for the delivery and presentation of both individual and group coursework. Resolving any conflict or difficulties which may arise due to group dynamics. Working effectively with others to acquire an understanding of current professional practice.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Solomon, M.R., Askegaard, S., Hogg, M.K., and Bomossy, G.A (2019) Consumer Behaviour, A European Perspective, 7th Edition, Pearson, Harlow, England
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attending lectures, attending tutorials, engagement with asynchronous online learning activities and resources and submission of assessments. Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised one-to-one approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Marketing, Innovation, Tourism Events
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☒ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Business and Creative Industries
Moderator	J Watt
External Examiner	E Tsoukoku
Accreditation Details	CIM
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1

Portfolio of Written Work - 60%

Assessment 2

Report - 40%

Assessment 3

(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.

(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☒	☒	☐	☐	☐	60%	18

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☒	☒	☐	40%	18

Component 3

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	36 hours

Change Control

What	When	Who
Module moved to 25/26 Template	06/03/2025	KM