

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

| | |
|--|--|
| Course | Bachelor of Arts (Honours) Business with Marketing Awarded by Teesside University |
| Module Title | Consumer Culture |
| Module Syllabus No. (if any) | MAR1050-N |
| Content | <p>The central focus of marketing management is the consumer, and in particular the consumer's needs, wants and desires. All Marketing practices evolve from an understanding of consumer behaviour. This module examines how and why consumers think, feel, and behave the way they do and what this means for marketing products, services, ideas and experiences in contemporary society.</p> <p>Students will learn how marketers identify and exploit various sources of influence that can determine and inform the decision-making process of individuals and groups. Students will build upon theoretical insights gained from these perspectives to critically evaluate current aspects of consumer culture such as the role of brands in consumers' lives, the uses and consequences of communications campaigns, the formation of late-modern personalities and marketplace communities</p> |
| No. of Teaching Hours | 30 |
| Teaching Methods | Lectures, tutorials, case-studies analysis, research journals and group discussion. |
| Assessment Methods and Weightages | <p>ICA (40%): Students will prepare and deliver a 20-minute (including question and answer opportunity) group presentation on a chosen topic predefined by the module leader.</p> <p>ECA (60%): Students will produce a 2000-word individual discussion in an essay format based on the topic selected for their ICA.</p> |
| Skills for Maximising Learning Outcomes | Reading and Research |
| Dates of Examinations, Major Assessments and Assignments | See University Academic Calendar |
| Recommended Text | Consumer behaviour: a European perspective 9781292116723 Solomon, Michael 2016 - 6th ed. |
| Additional Reference Texts (if any) | - |
| Additional Remarks (if any) | - |

| No. | Learning Outcomes/Aims |
|-----|--|
| 1 | Develop strong communication skills when conveying marketing information. Develop creative ideas when delivering marketing messages for specific consumer types. |
| 2 | Utilise effective leadership and personal qualities associated with marketing and business professions. |
| 3 | Identify contexts where marketing professionals need to operate ethically requiring use of a specified range of standard techniques relevant to marketing. |
| 4 | Explain the factors that influence consumer behaviour and decision making |
| 5 | Explore the needs and wants of consumers when purchasing goods and services |

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

AMITY GLOBAL INSTITUTE

| | |
|---|--|
| 6 | Apply appropriate marketing theories to examples when considering the impact of marketing |
| 7 | Work collaboratively in a team to present ideas and concepts. Utilise digital tools to communicate information professionally. |
| 8 | Adopt a methodical and creative approach to tasks. |

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.