

Module Title and Code

PS3460

Lecturer(s)

Dr Kenneth McKenzie

Contact Hours

One semester: 11 lectures; 3 seminars; 111 hours independent study

ECTS Value

5 ECTS (=125 student hours)

Rationale and Aims

This module equips students with the theory and tools to understand the application of psychology to consumer psychology. It addresses each of cognition, emotion, and behaviour in outlining how major companies and agencies track consumer responses to products, services, and linked communications. The module looks both chronologically and thematically at contemporary consumer psychology. The module looks at how emotions and cognition affect purchase decisions; how self-report measures have been deployed; how neurosciences are playing an increasing role; and how decision sciences are now central to understanding consumer behaviour.

For whom is the module intended?

Psychology Junior & Senior Sophister SH/TSM students and Higher Diploma in Psychology Years 1 & 2 students.

How does it fit in to the academic programme?

This module provides advanced coverage of material in some of the essential aspects of the discipline of psychology and is required to be covered by the professional accreditation body, Psychological Society of Ireland.

Is it mandatory or optional?

Optional

Are there prerequisites?

Cognate foundation modules.

From a teaching point of view, what are the intentions of the lecturer?

To equip students to apply a range of theory and insights from Social Psychology, Individual Differences, Cognitive Psychology, Neuroscience, and

linked social sciences to understand how consumer preferences are made, sustained, and altered

Course Content

1. Framing consumer preferences
2. The psychoanalysed consumer
3. Applied social orientations
4. Communication theory
5. Psychographics
6. Choice Theory
7. Neuromarketing
8. The new discipline of decision sciences
9. Advertising: composition
10. Strategic Planning in advertising
11. Online consumers

Indicative Resources

Core text: Schiffman, L., Kanuk, L. and Hansen, H. (2008). Consumer behaviour : a European outlook. HarlowL Prentice Hall/ FT.

As this is an advanced research-led taught module, state-of-the-art and up-to-date journal articles from the relevant research literature will be made available throughout the module.

Learning Outcomes

On successful completion of this course, students will be able to:

- Synthesize the biological and social science aspects of consumer behaviour (PO 1,2)
- Critically appraise how the research methods used allow us to understand how theory links up with practice in the field (PO 3)
- Situate the study of consumer behaviour within the appropriate epistemic and societal frameworks, both sociopolitical and historical (PO 1,8,9)
- Through seminars and lectures, develop the skills of argumentation, both oral and written (PO 5,7)
- Through ad hoc group work and summative assessments, become an active and collaborative learner (PO 4,5,7)
- Select the appropriate research tool and equipment to understand a specific consumer behaviour (PO 3)

- Possess a deep appreciation of how ethics affects the nature and practice of consumer behaviour research (PO 8)
- Acquire a toolkit of methods and perspectives used to understand consumer behaviour by state and non-state actors (PO 3,9)

Methods of Teaching and Student Learning

The format of lectures is conventional but students are encouraged to ask questions and to engage the lecturer in discussion where practicable. Both the reduced numbers in these optional modules and the fact that the module is based in the lecturer's own area of research expertise and interest facilitates increased class discussion and debate.

Inclusive curriculum: Each lecture and any supporting and accompanying documentation is posted on our school website to facilitate independent study and self-paced learning.

Methods of Assessment

This module is assessed by continuous assessment of one report (2,500 words, 32%) and one written examination (68%) in the annual session. The exam is 2 hours 30 minutes in duration and students are required to answer two questions discursively.

It is expected that:

- (i) a range of areas should be covered in addressing each question. A poor mark will be awarded to essays/answers that do not integrate a majority of the relevant topics covered in the lectures; and
- (ii) responses should be critical, original and synthetic and should be based on reading beyond the lecture notes.

Students are given very detailed guidelines in their handbook as to grading criteria for degree classes.

Evaluation

All modules are evaluated by students by means of CAPSL survey requested by the School and all feedback is noted and incorporated in module design where appropriate for delivery of the module in subsequent years.

Feedback is also delivered via student representatives at the School's once a term staff-student meetings, at School Committee meetings and at the Committee for Undergraduate Teaching & Learning meetings.