Module Syllabus

Module Title: Marketing Psychology

Module Code:

Class-Contact Hours:

| Lecture / Seminar | 30/15 hours |
| Total hours       | 45 hours    |

Module Value: 3

Module Rationale/Aims:

This module is to provide students with a basic understanding of consumer behaviour and its effect on marketing. By applying the principles as well as the techniques of behavioural science, students will learn how to bring marketing closer to customers and thus facilitate marketing more effectively. Major topics include consumer behaviour, motivation, perception, lifestyle, influence of culture on consumer and ways to communicate to consumers effectively.

Assessment Scheme

Continuous Assessment 40%
Examination 60%

Learning Objectives

After successful completion of this module, the student will be able to:

(a) understand the relevance of consumer behaviour in each step of the marketing process;
(b) understand the causes giving rise to consumer behaviour and the resulting effects on a marketing strategy;
(c) understand the strengths and limitations of the various theories prevailing in the discipline and their impact on marketing practice.