

Faculty	Economic and Management Sciences		
Home Department	Industrial Psychology		
Module Topic	Consumer Behaviour		
Generic Module Name	Consumer Behaviour 335		
Alpha-numeric Code	IPS335		
NQF Level	7		
NQF Credit Value	15		
Duration	Semester		
Proposed semester to be offered	First Semester		
Programmes in which module will be offered	BCom (1008), BCom P/ T (1101), BCom Extended Curriculum (1751), BCom Law (7211), BAdmin (1011), BAdmin P/T (1018), BCom Human Resources (1301), BA (2101 & 2612)		
Year Level	3		
Main Outcomes	<p>On completion of this module students should be able to:</p> <ul style="list-style-type: none"> • Define consumer behaviour. • Describe the marketing concept. • Describe market segmentation. • Explain and contrast consumer research and compile a questionnaire. • Describe individual consumer related aspects. • Describe social and cultural consumer related aspects. • Describe the consumer decision-making process. • Explain the role of individual, social and cultural related consumer aspects in consumer decision-making. • Apply their knowledge of consumer behaviour in designing an advertisement. 		
Main Content	<ul style="list-style-type: none"> • Market segmentation and marketing concept • Consumer research • Consumer as individual: • Motivation • Personality • Perception • Learning • Attitude formation and change • Communication • Consumer in social and cultural setting: • Reference groups and family influences • Social class • Culture • Consumer's decision-making process: • Consumer influence and diffusion of innovations • Decision-making and beyond 		
Pre-requisite modules	Any three (3) of the following modules: IPS231, IPS232, IPS233, IPS234		
Co-requisite modules	None		
Prohibited module Combinations	None		
Breakdown of Learning Time	Hours	Timetable Requirement per week	Other teaching modes that does not require time-table
Contact with lecturer/ tutor:	28	<i>Lectures p.w.</i>	1
Assignments & tasks:	47	<i>Practicals p.w.</i>	0
Practicals:	0	<i>Tutorials p.w.</i>	0
Assessment:	5		

Self-study:	70			
Other: Please specify	0			
Total Learning Time	150			
Methods of Student Assessment	Continuous Assessment (CA): 60% Final Assessment (FA): 40%			
Assessment Module type	Continuous and Final Assessment (CFA)			