

BM2208 – MARKETING PSYCHOLOGY

Module Number: BM2208

Module Title: MARKETING PSYCHOLOGY

Number of Aston Credits: 20

Total Number of ECTS Credits: 10
(European Credit Transfer)

Staff Member Responsible for the Module:

Laura Chamberlain
Marketing Group

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Extension: 3155 (external calls: 0121 204 3155)

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Availability: please see office hours on door (ABS 240)

Other Staff Contributing to the Module: None

Pre-Requisite(s) for the Module: BM1134 - Introduction to Marketing
OR
BM2257 Marketing

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

1. Knowledge and Understanding of the Subject

Demonstrate the ability to understand the psychology of individual, situational, environmental and cultural (inter-personal) influences on behaviour; the decision-making processes that individuals undertake; and, why and how this understanding of psychology is important for marketing.

2. Cognitive and Analytical Skills

Utilise knowledge gained during the module to develop and evaluate marketing strategies in the light of marketing psychology theory. Students will also gain insight in both qualitative and quantitative data collection, analysis, and interpretation.

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3. *Transferable Skills*

Develop skills in time management, presentations, written, oral and interpersonal communication, and role negotiation.

4. *Subject Specific Skills*

- Observe, interpret and demonstrate marketing psychology in action.
- Critically evaluate their own behaviours as consumers.
- Become acquainted with the latest research issues and instruments in Marketing Psychology.

5. *Progression to Employment*

Consider and develop marketing strategies utilising a detailed understanding of the consumers' motivators and behaviours.

6. *Personal Development*

Pursue their personal development by taking part in presentations and group work within tutorial groups. Students will be expected to argue and defend their conclusions drawn from research in discussions with the lecturer responsible for the module and their peers.

Module Content:

Week 1	Module Introduction
Week 2	Part I of Lecture Programme: The Stages in Decision-Making An Introduction
Week 3	Problem identification & need (Attention & Arousal)
Week 4	Information search & evaluation (Involvement)
Week 5	The Purchase Process (Motivation)
Week 6	Post-purchase evaluation (Satisfaction & consumer attitudes)
Week 7	Part II of Lecture Programme Influences on Decision-Making An Introduction
Week 8	Situational Influences I: Environmental influences
Week 9	Situational Influences II: Marketing Communications

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Week 10	Group Influences I: Reference Groups & WOM
Week 11	Group Influences II: Culture and sub-culture groups
Week 12	Exam Week
Week 13	Exam Week
Week 14	Guest Lecture – Sports Marketing
Week 15	Guest Lecture – The consumer shopping experience
Week 16	Reading Week
Week 17	Individual Influences
Week 18	Part III of Lecture Programme: Marketing Psychology Applications Learning & Influence
Week 19	Consumer Research
Week 20	Segmentation & Positioning
Week 21	Poster Week
Week 22	Module Review
Week 23-25	Revision

Each of the sixteen lecture topics are key foundation areas within marketing psychology. These are structured into three parts to provide a context for the study of this subject. The lectures are supported by chapters from the essential text in addition to selected readings provided with the lecture notes. Students are expected to have read the relevant material prior to the lectures to ensure all the learning outcomes detailed above are met.

International Dimensions:

The study of marketing psychology involves the examination and understanding of the inter- and intra-influences on the individual. These influences may be individual, situational, environmental or cultural (sub-cultural). As such, the influences will be presented in both a cross-national and multicultural national context. The importance of marketing psychology for marketing strategy will be illustrated using international examples and comparisons and students are encouraged to apply international examples throughout their work.

Corporate Connections:

The application of marketing psychology theory to practice will be made using real-life mini-case examples and extended cases Tesco, TotalUK and Raceonline 2012.

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Links to Research:

The sixteen lecture topics draw upon current academic research in the field of marketing psychology and consumer behaviour. Attention is paid to a wide variety of applications from the cutting edge research conducted in the neuromarketing field to the application of marketing psychology to social marketing principles.

Learning and Teaching Rationale and Methods:

a) Method of Teaching

Teaching will be via lectures, discussing the key conceptual and theoretical ideas in marketing psychology. These ideas will be put into practice in the group-work, supported by surgery sessions and specialist tutorials. Strong emphasis is placed on group participation developing the students' inter-personal and team working skills. Students will be expected to prepare for lectures through identified readings and exercises.

b) Duration

Contact & Directed Hours;	
Lectures	22 hours
Surgery Sessions / Tutorials	12 hours
Indirect Learning;	
Coursework	80 hours
preparation	
Reading	60 hours
Exam revision	24 hours
Exam	2 hours
TOTAL	200 hours

c) Note on Group Work

Students will be assigned to groups of approximately 5 by the Undergraduate Office.

Group work is intended to help develop research, inter-personal and team working skills, in a relatively low risk environment.

It is important that all students progress through the various stages of working in a group; from initial socialisation into the group, negotiation and allocation of tasks and responsibilities, scheduling and management of meetings, the use of the peer review form (attached) and conflict resolution.

Students are required to keep records of group assessment in the form of notes from group meetings which will constitute the group diary. The group diary is a compulsory part of the assessment and must be kept up to date as it will be referred to at random points throughout the duration of the module.

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Marks will be awarded equally to group members unless there has been an unequal division of labour whereupon a percentage of marks will be awarded reflecting contribution to the assessment.

Students are to refer to general information on the conduct of group assessment in the handbook. If a student or a group encounter difficulties please bring the matter to the attention of the module leader at an early stage. Please note that students have the final responsibility for the smooth running of the group process.

Students have access to an arbitration system which provides the opportunity to 'appeal' against allocations that are considered to be unfair by any member of the group. The Student Support Manager will run this system

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

The module will be assessed by two pieces of group coursework (40%) and a two-hour exam (60%).

The coursework comprises of a group presentation and submission of the group diary (30%) (in a poster session format) and a group preparatory synopsis (10%). The group work will be evaluated by the lecturer, moderated by a panel of expert judges, and through both self and peer-assessment. In small groups, students are allocated one specialist subject from a list of contemporary issues in marketing psychology. The group work will enable students to conduct an in-depth literature review of a specialist subject, to debate the pertinent issues between group members in order to produce a summary presentation, and to use the presentation as a basis for discussion in a poster session environment. In addition to an evaluation of students' research and critical appraisal abilities, this assessment will develop and test group working and presentation skills. **The group preparatory synopsis deadline is week 11 and poster presentations take place in week 20.**

The exam is in closed book format. Students will be expected to answer two questions from six based on the three parts of the lecture programme. These questions will assess students' knowledge and comprehension of the module.

Students are encouraged to utilise lecturer office hours to obtain more detailed feedback and advice.

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GROUP CONTRIBUTION SHEET – BM2208

PLEASE COMPLETE AND ATTACH TO THE GROUP REPORT.

MODULE:

GROUP:

(E.g. 100 means that the student will receive 100% of the Final Grade, 50 means the student will receive 50% of the Final Grade.)

Student Candidate No	Contribution (%)

All group members contributed equally (Please Tick)

DATE: _____

MODULE:

GROUP:

Group Members Signatures (Should correspond to candidate numbers given above):
