

DRAFT

BU7106: Consumer Behaviour

Course Details

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| Course Code: | BU7106 |
| Course Title: | Consumer Behaviour DRAFT |
| Short Title: | Consumer Behaviour |
| Course Level:: | Level 7 |
| Valid From:: | 2020/2021 Sem 2 |
| Credits:: | 15 |
| Owner: | Business |
| Assessment Method: | Achievement |
| Course Aim | This course will seek to develop an understanding of consumer behaviour and this these insights can be applied within an organisational context. |

| CILO | |
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| On Completion of this course, the learner will be able to | |
| # | Learning Outcome Description |
| 1 | Understand and analyse the core concepts of consumer behaviour. |
| 2 | Identify the key issues of consumers as individuals and social actors. |
| 3 | Apply relevant consumer behaviour theories in understanding the impact of marketing strategies. |
| 4 | Analyse and evaluate the consumer behaviour within a specified context providing recommendations. |
| Requisites | |
| <ul style="list-style-type: none"> Pre Requisite: | |

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| No Examinations |
| Other Controlled Assessments |
| Assessment Type Presentation |
| Uncontrolled Assessments |
| Assessment Type Project (Group) |
| Assessment Type Project (Individual) |

| Affiliated Entities | | | |
|---------------------|--|----------------|-------------|
| Entity Code | Entity Title | Entity Version | Entity Type |
| DMK7012 | Associate Degree in Digital and Social Media Marketing | 1 | Programme |
| BU8012 | Transitional Bachelor of Digital Marketing | 1 | Programme |
| DM6012 | Diploma in Digital Marketing | 1 | Programme |
| DMK8012 | Bachelor of Digital Marketing | 1 | Programme |
| DMK8014 | Bachelor of Digital and Social Media Marketing | 1 | Programme |
| No Code Yet | Copy Of Digital Marketing | 1 | Programme |