

MODULE CODE: SSAP5003
TITLE: Media and Consumer Psychology
DATED: 11/06/2013

MODULE CO-ORDINATOR: Karen Eaton-Thomas
LEVEL: 5
CREDITS: 20

TEACHING METHODS:

Lectures	20%
Seminars	20%
Directed Learning	60%

JACS CODE: C810 Applied Psychology

AIM(S)

- To provide students with a comprehensive understanding of consumer behaviour theories and concepts.

LEARNING OUTCOMES

By the end of this module the student should be able to:

- critically evaluate and apply the main theories underpinning consumer psychology;
- contextualise understandings of complex issues in consumer psychology;
- critically evaluate psychological theory and research exploring the impact of the media's influence on human behaviour;
- critically evaluate psychological research investigating human interaction with the media;
- organise their knowledge and learning through the use of a range of information resources and present their work at the appropriate level.

CONTENT

- A critical exploration of current contemporary consumer practices, including the consumer decision making process and how it can be influenced by the media.
- A critical evaluation of the psychology of consumer behaviour, including an understanding of motivational factors affecting purchasing decisions and the processes and considerations involved in branding.
- A critical appraisal of the development and growth of consumer behaviour models and theories.
- To critically explore the influence of the media on human behaviour, with particular focus on aggression, health communication and eating behaviour.
- To critically evaluate how humans interact with the media and an exploration into the impact of the media on human interaction (e.g. cyber bullying).
- To critically consider the impact of the media on gender and ethnic stereotyping.

ASSESSMENT

Course work	100%
Assignment (3000 words)	70%
Seminar presentation (10 minutes)	30%

Exemplar assignment: Using evidence from psychological theory and research, critically discuss how the media influences human behaviour.