

MAD1000: THE CHANGING CONSUMER Syllabus 2024/25

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MODULE OVERVIEW

Consumer behaviour is a broad field that studies how individuals, families and groups acquire, consume, and dispose of goods, services, ideas and experiences. As disciplines go, it's a newcomer and, it borrows pretty heavily from a number of related disciplines such as psychology (how individual processes such as motives, attitudes, emotions and personality affect your consumption), sociology (how your social groups – friends, family and social class – affect your consumption) and anthropology (how your culture – its values and customs – affect your consumer behaviour). Indeed, the American Marketing Association defines consumer behaviour as ***the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives.***

The principles of consumer behaviour are useful to business managers, government regulators, non-profit organisations and everyday people. Understanding consumer behaviour is critical for marketing managers given its implications on the environment, social, political and economic perspectives and marketing issues such as product positioning, segmentation of the marketplace, communications and design of the marketing mix. At a more basic level, marketing practitioners owe it to consumers to try to understand what motivates them, and how goods and services can enrich, enhance, haunt, hinder, decorate (and destroy?) their minds, bodies, homes, partners, pets and friends. One thing we'll notice is that consumers today are taking the driving seat more and more from marketers and becoming active 'producers' themselves.

Moreover, since the Covid-19 pandemic, our consumer health priorities and values have changed. Consumers are in search of a wellbeing experience through an entirely new lens, seeking total integration into nearly all aspects of their lives. This

new outlook is built around a sense of uncertainty as to when life will translate back into more balanced routines, and this is driving demand for comfort and structure. What's more, neuroscientific experiments are beginning to grab the attention of marketing and communications experts, as are the implications of marketing on consumer neurodiversity, marginalisation and vulnerability. Finally, as consumers, this module is your chance to consider the reasons (or lack of them) why we do what we do. After all, consumption is a central part of all our everyday lives.

LEARNING OUTCOMES

To emphasise the importance of understanding consumers in formulating marketing strategy, a particular emphasis is placed on the understanding of consumers in the development of an organisational market orientation and on the use of consumer behaviour in the resolution of tactical and strategic marketing problems.

Upon completion of this module the learner will be able to:

- Identify and discuss the major ideas and processes that characterise the consumer behaviour field
- Appreciate the potential input of consumer behaviour in the formulation of marketing tactics and strategy
- Research consumer behaviour topics using a variety of secondary academic and commercial resources
- Demonstrate awareness of 'best practice' relevant to vulnerable or neurodiverse consumers (e.g., children and those with disabilities)
- Demonstrate awareness of the key issues and debates relevant to ethics and consumer behaviour
- Demonstrate awareness of cutting edge approaches to understanding consumer behaviour (e.g., the neuro-consumer)

Provisional Schedule MAD1000 2024/25

Week starting	Time allotted	Content
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Jan 13	2hrs	1. Module introduction
Jan 20	2hrs	2. Motivation, ability, opportunity
Jan 27	2hrs	3. Attention and perception
Feb 3	2hrs	4. Memory and knowledge
Feb 10	2hrs	5. Attitudes and persuasion
Feb 17	2hrs	6. Judgement and decision making
Feb 24	2hrs	Reading Week
March 3	2hrs	8. Social influences and context
March 10	2hrs	9. Cultural diversity
March 17	2hrs	10. Consumer ethics and vulnerable consumers
March 24	2hrs	11. The neuro-consumer
March 31	2hrs	12. Module review

Assessment – Continuous Assessment 100%

Due dates – TBC

See LOOP for instructions:

Part (a): Group work videography assignment (30%)

Part (b): Individual assignment (70%)

Reading List:

Please check Loop for all assigned readings, cases and questions for the week.

It is important that you recognise we will be drawing from a variety of sources (text books, journals, podcasts etc.) throughout the semester and there is not one core text that students have to own.

Instead, I have recommended one text book that can be easily accessed from the online library, and several other texts to complement this reading (see below). I

will also post recommended readings/videos/podcasts under each week on Loop that you are expected to read for each lecture and draw from in assessment.

Recommended text book:

Solomon, Michael, Gary Bamossy, Soren Askegaard, and Margaret Hogg (2019), *Consumer Behaviour: A European Perspective* (7th ed). London: Prentice-Hall. (Accessible online via DCU Library).

Recommended supplementary texts and readings:

Bayle-Tourtoulou, A., & Badoc, M. (2020). *The Neuro-Consumer*. Routledge.

Parsons, E., Maclaran, P., & Chatzidakis, A. (2023). *Contemporary Issues in Marketing and Consumer Behaviour* (3rd ed). Routledge.

Plassmann, H., Venkatraman, V., Huettel, S., & Yoon, C. (2015). Consumer Neuroscience: Applications, Challenges, and Possible Solutions. *Journal of Marketing Research*, 52(4), 427–435.

Stephens, D. L. (2023). *Essentials of Consumer Behavior: An Applied Approach*. Routledge.

Recommended Open Access Special Issue:

Choose one of the fourteen open access journal articles covering new technologies and consumer experience:

Journal Volume 40, Issue 11, [Psychology & Marketing 2023](#)

Recommended journals to search for content:

Journal of Consumer Research

Journal of Consumer Behaviour

Journal of Research for Consumers (online) <http://www.jrconsumers.com/index>

Advances in Consumer Behaviour

Journal of Marketing Management

Journal of Advertising

Journal of Advertising Research

International Journal of Advertising Research

Psychology & Marketing

Assessment

Continuous Assessment: 100%

PLAGIARISM

DCU's Code of Discipline defines plagiarism as:

'the presentation of another person's words, ideas, arguments, concepts or designs as your own. Plagiarism comes in many shapes and forms ranging from the copying, without attribution, of whole sections of published works to the unattributed use of text, diagrams, illustrations or formulae taken from the unpublished work of others'. <https://www.dcu.ie/students/plagiarism>. Please note that plagiarism is a very serious offence. Any instances will be immediately referred to the University Disciplinary Committee. Please refer to DCU Academic Integrity and Plagiarism Policy for details. If you are unsure of how to reference material, you should consult the DCU Library Citing and Referencing Guide <https://www.dcu.ie/library/citing-referencing>