

Lesson Plan: Consumer Psychology

Module Description

The Consumer Psychology module explores how psychological processes influence consumer behaviour and decision-making. Students will examine key theories and concepts such as perception, motivation, attitudes, learning, and social influence, and how these shape consumer responses to marketing strategies. The module encourages application of these principles through case studies and active learning activities to understand how consumer insights drive effective marketing.

Learning Outcomes (LO)

After completing this module, students will be able to:

- 1 Explain key psychological concepts influencing consumer behaviour.
- 2 Analyze the role of motivation, perception, and learning in consumer decision-making.
- 3 Evaluate the influence of attitudes, personality, and culture on consumer responses.
- 4 Apply consumer psychology theories to develop consumer-centric marketing strategies.
- 5 Critically assess real-world marketing examples using psychological frameworks.

Session-wise Structure and Delivery

Session	Learning Outcomes	Assessment	Learning Activities	Learning Content
Session 1: Introduction to Consumer Psychology	LO1	SeA – Online MCQ on psychological foundations (LMS-enabled)	CnL – Icebreaker discussion: 'Why do people buy what they buy?' (F2F); SL – Forum post on consumer habits	Lecture slides + short video on psychology in marketing
Session 2: Perception, Learning and Motivation	LO2	FA – Short written analysis of a brand campaign using perception and motivation (LMS submission)	CL – Case study analysis in groups: How brands trigger motivation (F2F); AL – Quiz on key terms (LMS)	Video case + example ads for analysis
Session 3: Attitudes and	LO3	PA – Peer feedback on	CnL – Presentations:	Slides + real campaign

Attitude Change		attitude-changing ad analysis (Forum – LMS)	Ad campaigns aimed at changing attitudes (F2F); SL – Reflections on personal brand attitudes (Forum)	videos + articles on attitude theory
Session 4: Personality, Lifestyle, and Social Influence	LO3, LO4	FA – Concept map submission on lifestyle and consumer personality (LMS)	CL – In-class analysis: Compare brand personality to target consumer traits (F2F); SL – Discussion on social trends (Forum)	Theoretical reading + campaign samples + infographic on consumer types
Session 5: Applying Consumer Psychology to Strategy	LO4, LO5	GA – Group project: Develop a mini marketing strategy based on consumer psychology insights (Presentation + short report)	CL – Strategy development workshop; CnL – Presentations with peer and tutor feedback (F2F)	Templates + real data from market reports + grading rubric

Assessment Summary

- Self-assessment (SeA): Online quiz on foundational concepts (Session 1)
- Formative assessment (FA): Written analysis and concept mapping (Sessions 2 and 4)
- Peer assessment (PA): Attitude change campaign feedback (Session 3)
- Group assessment (GA): Final marketing strategy project with presentation (Session 5)

Rubrics and feedback will be provided through LMS and in-person discussions.