

Undergraduate SUMMER SCHOOL

Session One: 27 June– 15 July 2016

Session Two: 18 July–5 August 2016



Consumer Behaviour: Example Timetable (Based on 2015 Summer School)

	Day One	Day Two	Day Three	Day Four	Day Five
Week One	Welcome and introduction to Undergraduate University programme Lecture: Introduction to module	Lecture: Consumer psychology and the study of people as consumers	Lecture: Understanding consumers motivation London Classroom Walk	Lecture: The changing nature of the Customer Journey Study Skills (Maughan Library)	Lecture: Marketing segmentation and the consumer of psychology of brands
Week Two	Lecture: Market segmentation, differentiation and the nature of brand loyalty	Lecture: Communication and persuasion	Lecture: Marketing Analytics and the six rules of data presentation	Lecture: Identifying patterns of behaviour	Field research task and data collection
Week Three	Lecture: Brand-user profiles for competing offers; segmentation and partitioning	Lecture: 'Salty Snacks' Assignment workshop	Lecture: How do brand grow? Presentation preparation	Group Presentations Group Presentation Feedback	

NB. This is an example timetable from 2015 so content and timings are subject to change.