<table>
<thead>
<tr>
<th>MODULE CODE</th>
<th>BEMM110</th>
<th>MODULE LEVEL</th>
<th>M</th>
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</thead>
<tbody>
<tr>
<td>MODULE TITLE</td>
<td>Consumption, Markets and Culture</td>
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<tr>
<td>LECTURER(S)</td>
<td>Alex Thompson</td>
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<tr>
<td>CREDIT VALUE</td>
<td>30</td>
<td>ECTS VALUE</td>
<td>15</td>
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<tr>
<td>PRE-REQUISITES</td>
<td>None</td>
<td></td>
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<td>CO-REQUISITES</td>
<td>None</td>
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<tr>
<td>DURATION OF MODULE</td>
<td>2 semesters</td>
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<tr>
<td>TOTAL STUDENT STUDY TIME</td>
<td>300 hours comprising: 30 hours lectures and 10 tutorial hours. The remainder of the time will be in self directed study.</td>
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**AIMS**

This module will equip future marketing practitioners with the skills and knowledge to understand the interactions that occur between the market, consumers and the marketplace. The focus of this module centres on cultural approaches to understanding and we will explore the dynamics associated with the symbolic production and consumption of culture. Working with popular texts such as *The McDonaldization of Society* by George Ritzer as well as with complex theoretical concepts including Consumer Culture Theory, Symbolic Consumption and the Production of Culture, this module will provide students with an intellectually and historically grounded ability to understand the broader socio-cultural issues relevant to marketing practice in the 21st century.

**INTENDED LEARNING OUTCOMES (ILOs)**

On successful completion of this module, students should be able to:

**Module Specific Skills:**
1. have an understanding of marketing not just as a management practice but also as highly influential and intersecting with political, economic, technological and societal issues
2. devise, sustain and justify arguments relating to broader social issues relevant to marketing practice
3. have a clear grasp of a wide range of literature, theoretical debates, and methodological practices associated with consumption, markets and culture
4. recognise the significance of particular theoretical and/or practical strands within recent marketing research

**Discipline Specific Skills:**
5. bring original ideas, and make some novel links between academic literature of a wide variety of forms and traditions
6. relate theories to specific case studies, research data, literature bases and also to mainstream political, cultural and popular discourse
7. sketch relatively large academic debates with clarity and coherence

**Personal and Key Skills:**
8. have the practical ability to analyse, communicate and present ideas, theories and principles
9. work in cross-cultural teams
10. have the initiative and ability to make connections and synthesise ideas and issues from a much larger body of work
11. develop independent/self-directed learning skills, including time management, working to deadlines, and keeping abreast of a wide range of literature

**LEARNING/TEACHING METHODS**

Learning and teaching methods include lectures, audiovisuals, role-playing, documentaries, privately directed readings, group presentations and regular class discussion.

**ASSIGNMENTS & ASSESSMENTS**

<table>
<thead>
<tr>
<th>Formative or % Contribution</th>
<th>Form of Assessment</th>
<th>Size of the assessment e.g. duration/length</th>
<th>ILOs assessed by this assessment</th>
<th>Feedback method:</th>
</tr>
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<tbody>
<tr>
<td>65% of final mark</td>
<td>Written paper</td>
<td>3,500 words</td>
<td>ILOs 1-8,10-11</td>
<td>Written Feedback</td>
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<tr>
<td>15% of final mark</td>
<td>Individual take home assignment</td>
<td>1,200 words</td>
<td>ILOs 1-8,10-11</td>
<td>Written Feedback</td>
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<tr>
<td>20% of final</td>
<td>Group presentation</td>
<td>30 minutes</td>
<td>ILOs 8-9</td>
<td>Written Feedback</td>
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SYLLABUS PLAN
The following subjects will be taught throughout the course of the term:

• Introduction to consumption, markets & culture
• Consumer culture theory
• Modernism and postmodernism
• Postcolonialism
• Practice Theory, Functionalism, Structuralism, Symbolic Interactionism
• Visual analysis
• Sustainable consumption
• Consumption, symbolic consumption and meaning
• McDonaldization and formal rationality
• Cultural approaches to understanding
• Ethnographic research
• Production of Culture/ Production of Cultural Meaning
• Commodification
• Nostalgia Marketing
• Consumer Ritual Practices
• Consumption Practices: Tattoos

INDICATIVE LEARNING RESOURCES
Potential texts include:


**DATE OF LAST REVISION** | April 2010