UNIVERSITY OF BORÅS

Marketing, Consumption and Responsibility - cultural perspectives
Marknadsföring, konsumtion och ansvar - kulturella perspektiv
7.5 credits
7.5 högskolepoäng

Ladok Code: AE2BE1
Version: 2.1
Established by: Committee for Education in Business and Working Life 2018-04-11
Valid from: Autumn 2018

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Textile Management (A1F)
Disciplinary Domain: Social sciences
Prerequisites: Bachelor's degree in Business Administration or Industrial Economics, Textile Technology, Textile or Fashion Design. In addition, knowledge in English equivalent to English level 6 and at least 45 credits from the first year of the education program is required.
Subject Area: Leadership, Organisation and Management
Grading Scale: Seven-degree grading scale (A-F)

Content
This course applies cultural theory perspectives towards marketing, consumption and responsibility and trains students in applying these approaches to empirical examples within the general theme and outline of the course. The course addresses central concepts in social and cultural theory and how these can be related to knowledge about identities, responsibilities and ethics, meaning making and value, and how different power structures are sustained and changed. Students will learn through continuous individual reading preparations and text production to analyze and prepare research questions and to develop social scientific and cultural theory based research problems related to the general theme of the course. In a number of seminars initially based around theoretical and methodological issues common within this framework students will develop a deeper knowledge and understanding of sociocultural and cultural theory perspectives in marketing and consumption research. Students will learn through practical assignments to write about and discuss these issues through engagement with relevant research literature. Implications for knowledge in consumption, service, market communications and brands are continuously adressed during the course. Issues about businesses and consumers possibilities and limitations in taking responsibility for social and environmental societal development through their actions on different consumer markets, are important parts of the course.

Learning Outcomes
Upon completion of the course the student will be able to

Knowledge and understanding
1.1 account for a number of social scientific and cultural theory perspectives for analyzing marketing, management, brands, consumption and fashion,
1.2 account for arguments of how social scientific and cultural theory perspectives provide a deep understanding of concepts such as responsibility, value(s), meaning making, identity, power and agency, and how these are operationalized in marketing literature,
1.3 describe established arguments for potential application of a cultural theory perspective within the marketing field,

Competence and skills
2.1 motivate collection of qualitative empirical data for analysis in relationship to a research problem theoretically grounded within selected course literature,
2.2 produce relevant social scientific research questions illustrating a deep understanding of specific phenomena and actors on consumer markets and marketplaces based on cultural theory perspectives from selected course literature,
2.3 account for strengths as well as weaknesses in scientific arguments regarding different qualitative methods for empirical data collection and analysis in studies of consumption, fashion and marketing communication from a cultural theory

perspective,

Judgement and approach
3.1 with the support of relevant theories and previous research evaluate potential corporate use of knowledge about brands, market communication and products (goods and services) from a culutral theory perspective,
3.2 with the support of relevant theories and previous research develop and discuss relevant research questions and problems related to sustainability regarding marketing of goods and services in practice, and
3.3 with the support of relevant theories and previous research problematize consumers and companies possibilities and limitations regarding social, environmental, and economic sustainable development through acting on consumer markets.

Forms of Teaching

Teaching is based on lectures, seminars, and workshops.

Teaching is done in English.

Forms of Examination

Intended learning outcomes are examined through four individually written take home essays:

Written esssay 1:
Learning outcomes: 1.1, 1.2, 1.3
credits: 1
Grades: A-F

Written esssay 2:
Learning outcomes: 1.1, 1.2, 1.3
credits: 1
Grades: A-F

Written esssay 3:
Learning outcomes: 1.1, 1.2, 1.3, 2.1, 2.2, 2.3
credits: 2
Grades: A-F

Written esssay 4:
Learning outcomes: 2.1, 2.2, 2.3, 3.1, 3.2, 3.3
credits: 3,5
Grades: A-F

For grade E on the course, E is required on all written assignments. Total sum of credits (max 5 credits per essay 1-2, max 10 credits for essay 3 and max 15 credits for essay 4 = max 35 credits in total) determines individual course grade.

Student rights and obligations at examination are in accordance with guidelines and rules for
the University of Borås.

Literature and Other Teaching Materials

Books
Ekström, K. M. (red.) (2015) *Waste management and sustainable consumption: reflections on consumer waste.* Routledge, New York.

Lury, C. (2011). *Consumer culture.* 2nd ed. Polity, Cambridge.

Peñaloza, L., Toulouse, N. & Visconti, L. M. (red.) (2012). *Marketing management: a cultural perspective. Routledge*, New York.

Zwick, D. & Cayla, J. (red.) (2011). *Inside Marketing: Practices, Ideologies, Devices*. Oxford: Oxford University Press [Intro + kapitel 1]

Scientific journal articles
Callon M, Méadel C, Rabeharisoa V. 2002. The economy of qualities. *Economi & Society*. 31(2):194-217

Caruana, R. & Crane, A. (2008). ”Constructing consumer responsibility: Exploring the role of corporate communications”, Organization Studies, 29(12), 1495-1519.

Fuentes, F. (2015) How green marketing works: Practices, materialities, and images*, Scandinavian Journal of Management* (2015) 31, 192-205

Press, M. & Arnould, E J. (2014). ”Narrative transparency”, *Journal of Marketing Management,* 30:13-14

Additional litertature and teaching materials will be provied through the local student platform (max 500 pages)

Student Influence and Evaluation

The students' opinions are collected systematically and regularly through written course evaluations once the course is completed. One time per semester, student representatives, together with the Director of Studies and Programme Directors, evaluate completed courses.
For addition materials, please refer to the University's policy on course evaluation and documents established by the Department Board, the Director of Studies and the Course Director.

Miscellaneous

The course syllabus in Swedish is the official binding document.