

COURSE: Consumer and Markets - A Cultural Perspective

DEPARTMENT: Marketing

PROGRAM: CMCD AE

SEMESTER AND YEAR: 1st 2024

CLASS-HOURS: 30 hours

PROFESSOR: Eliane Pereira Zamith Brito

Course Description

The course delves into the cultural perspective of consumption and markets. Several theoretical approaches are needed to dissect the interconnections between consumption, activities, market relations and dynamics, and cultural meanings. The role of technology in consumer relations will be discussed. Symbolic and emancipatory issues will also be addressed. Students will be critically exposed to different theories and methods to stimulate the critical thinking skills needed to ask pertinent research questions and critically evaluate established theories.

Learning Goals

The course learning goals are presented in the table below. It also shows how the course contributes to the learning goals of the Ph.D. program (CMCD AE).

Level of contribution *			
High	Medium	Low	None
●●●	●●○	●○○	○○○

CMCD AE Objectives	Course learning goals	Level of Contribution
Qualitative research methods	The course points out research methods associated with consumer culture studies, primarily qualitative.	●●○
Quantitative research methods		○○○
Knowledge of research themes and theory	The course presents the main perspectives to cultural perspectives on consumer behavior.	●●○
Research procedures	The course presents the methods applied in highly influential research papers in the field.	●●○
Relevance and innovation in research	The course discusses the search for innovation and relevance in building research proposals based on cultural perspectives on consumer behavior.	●○○
Development of academic papers	The course stimulates the structuration of research to develop an academic paper in the CCT field.	●●○

The full description of the CMCD AE objectives, and other related information, may be found at <https://rebrand.ly/cmae-eaesp> (masters) e <https://rebrand.ly/cdae-eaesp> (doctorate).

Content and Methodology

The course covers the following themes:

- a) Consumer Identity
- b) Consumer Practices and Experiences
- c) Subcultures and Communities of Consumption
- d) Materiality, Nature, Objects, and Technology
- e) Morality, Neoliberalism, and Responsibilization
- f) Race, Gender, Class
- g) Postcolonialism, Acculturation, Globalization
- h) Market Creation, Market System Dynamics

The classes may apply various didactic activities, each directed to one of the complementary aspects to attain the knowledge in view. For example, we may use the following activities.

- a) Participative lectures presented by the lecturer.
- b) Discussion of a scientific article.
- c) Student seminars.

Within this context, my role as the lecturer is instigating and moderating the learning process. My attributions include coordinating the discussion of selected texts, commenting on the students' essays and presentations, and assessing the students.

The postgraduate student should be highly motivated and work with dedication. Previous preparation for the class and participation are crucial, and I expect each student to undertake a critical and thorough study of the subjects and tasks recommended. In each encounter, students must be prepared to participate in the discussion actively, offer his/her interpretations, doubts, and reflections on the texts, and comment on his/her experiences and proposals.

Assessment

Activity	Weight
Class participation	20%
Papers presentation	30%
Final research paper	50%

Class participation will be evaluated by the student's reflections, comments, or questions and the opportunity that their interventions bring to the group to deepen and develop the ideas contained in the references under discussion in the session,

I shall use the following aspects to assess the oral presentations: clarity and objectivity of the ideas expressed, readiness to accept the contributions and comments of colleagues, and the ability to present and stimulate discussion.

For the final essay, each student must write a research proposal of up to 4 thousand words. The paper should identify a research question within the CCT field. The research proposal should be structured like a typical academic article, including an introduction (positioning, gap spotting or theorization, and potential impact), a preliminary theory review, and a detailed research design aligned with previous research in the theoretical bases. No actual empirical research is demanded.

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