**Department: :** Marketing (MCD)

**Course** : PhD Program

**Subject** : Consumer Culture

**Credits**  : 2 (30 hours)

**Lecturers** : Eliane Pereira Zamith Brito

**Classes :** August 06,13, 20, 27 September03, 10, 17, 24 October 01

**3rd Bimester 2018**

**Syllabus**

Objectives

The objective of this course is to prepare students to understand the consumption cultural aspects. Students will be presented to some social and anthropological theories related to consumer behavior. They will be able, at the end of the course, to understand the structures and social practices that influence consumer behavior. Symbolic and emancipatory issues will be addressed in addition the relationship between consumption and identity. Some methodologies used in this theoretical field will be presented.

Topics

1. Consumer culture theory history
2. The social perspective on consumption
3. Consumption and identity
4. Cultural Positioning
5. Cultural theory of branding
6. Institutional issues in the market dynamics
7. Methodologies in cultural consumption theory development

Methodology

The subject involves various didactic activities, each of them directed to one of the complimentary aspects so as to attain the knowledge in view. The following activities may be used:

1. Participative lectures presented by the lecturers;
2. Discussion of the chapter of a book, a scientific article or a research report;
3. Student seminars; and
4. Study reports.

Within this context, the role of the lecturer is that of instigator and moderator of the learning process, their attributions being: coordination of the discussion of selected texts; comment on the students’ essays and presentations; and the assessment of the students.

It is hoped that the postgraduate student shall be highly motivated and work with dedication. Previous preparation for the class and participation in it are crucial. It is expected that each student shall undertake critical and thorough study of the subjects and tasks recommended. In each class, students have to be prepared to participate in the activities, offer his/her interpretation and reflections on the texts and comment on his/her experiences and proposals.

Assessment Criteria

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| --- | --- | --- |
| Grade | Activity | Weight  |
| 1.1 | Oral presentations  | 25% |
| 1.2 | Individual participation in the sessions | 25% |
| 1.3 | Final essay | 50% |

The students will be asked to choose a specific topic in consumer culture to develop his/her final essay. The student will have to analyse the chosen topic based on at least 10 published references. I expect that the analysis will include the main ideas delineating the theory. The essays will be assessed in terms of the quality of the text, the references (including classic ones and also Brazilian authors, when it is possible) chosen as a basis for the development of the arguments and the reflection included. The text can be of up to four thousand words in Times New Roman 12 font type. The text must be handed in during the last class.

Programme

**Session 1 - Introduction**

Levy, S. J. (1959) Symbols for Sale. *Harvard Business Review*. 37(4), 117-124.

McInnis, D. J., & Folkes, V. S. (2009). The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies. *Journal of Consumer Research*, 36(6), 899-914.

McGracken .(2007). Cultura e consumo: Uma explicação teórica da estrutura e do movimento do significado cultural dos bens de consumo. *RAE - Rev. Adm. Empresas*. 47(1), p. 99-115.

Moisander, J., & Valtonen, A. (2006). *Qualitative marketing research*: A cultural approach. Sage, p. 1-20

**Session 2 – Scope and Critique**

Belk, R. (2014). The Labors of the Odysseans and the Legacy of the Odyssey. *Journal of Historical Research in Marketing*, 6(3), 379-404.

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(4), 868-882.

Askegaard, S. & Linnet, J. T.. 2011. “Towards an Epistemology of Consumer Culture Theory: Phenomenology and the Context of Context.” *Marketing Theory.* 11(4): 381–404.

Firat, F. & Dholakia, N.. (2017). The Consumer Culture Theory Movement: Critique and Renewal. In Sherry, J.F. & Fischer, E. (eds). *Contemporary Consumer Culture Theory.* Routledge Studies in Marketing. New York: Routledge.

**Session 3 – Consumer Identity**

Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139-168.

Stone, Gould & Szabó-Douot (2017). Am I as extended as you say I am?” Consumer’s emic perspectives on the extended self. *Marketing Theory. p.1-19.*

Sirgy, M.(1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9(3). p.287-300.

Moisander, J., & Valtonen, A. (2006). *Qualitative marketing research*: A cultural approach. Sage, chapter 11.

**Session 4 - Consumer, brands and community**

Schroeder, J.E.. (2009). The cultural codes of branding. *Marketing Theory*, 9(1), p.123-126.

Cova, B. & Shankar, A.. (2012). Tribal Marketing. In Peñaloza, L.; Toulouse. N. & Visconti, L.M. *Marketing Management*: A cultural perspective. London: Routledge.

Head, G.; Schau, H.J. & Thompson, K.. (2012). Facilitating collective brand engagement and collaborative production through cultural Marketing. In Peñaloza, L.; Toulouse. N. & Visconti, L.M. *Marketing Management*: A cultural perspective. London: Routledge.

McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. Journal of Marketing, 66(1), 38-54.

Muniz, A. M., & O'guinn, T. C. (2001). Brand community. Journal of Consumer Research, 27(4), 412-432.

Schouten, J. W., & McAlexander, J. H. (1995). Subcultures of consumption: An ethnography of the new bikers. Journal of Consumer Research, 22(1), 43-61.

**Session 5 - Ideologies**

Kozinets, R. V., & Handelman, J. M. (2004). Adversaries of consumption: Consumer movements, activism, and ideology. Journal of Consumer Research, 31(3), 691-704.

Thompson, C. J., & Haytko, D. L. (1997). Speaking of fashion: consumers' uses of fashion discourses and the appropriation of countervailing cultural meanings. Journal of Consumer Research, 24(1), 15-42.

Sandikci, Ö., & Ger, G. (2010). Veiling in style: how does a stigmatized practice become fashionable?. Journal of Consumer Research, 37(1), 15-36.

Moisander, J., & Valtonen, A. (2006). *Qualitative marketing research*: A cultural approach. Sage, chapter 3.

Thompson, C.J.; Pollio, H. R. & Locander, W. B.. (1994). The Spoken and the Unspoken: A hermeneutic approach to understanding the cultural viewpoints that underlie consumers' expressed meanings. *Journal of Consumer Research*, 21 (3), p.432–452.

**Session 6 – Institutions and Market Systems**

Coskuner-Balli, G.. (2013). Market practices of legitimization: Insights from Consumer Culture Theory. *Marketing Theory*, 13(2), p. 193-211.

Scott, W.R.. (2008). *Institutions and organizations*: Ideas and interests. Los Angeles: Sage, Chapter 3.

Ertimur, B., & Coskuner-Balli, G. (2015). Navigating the institutional logics of markets: Implications for strategic brand management. *Journal of Marketing*, *79*(2), p. 40-61.

Giesler, M., & Fischer, E. (2017). Market system dynamics. *Marketing Theory*, 17(1), p.1-6.

Humphreys, A. (2010). Semiotic structure and the legitimation of consumption practices: The case of casino gambling. *Journal of Consumer Research*, *37*(3), p.490-510.

Witkowski, T.H. & Jones, D.G.B.. (2006). *Qualitative historical research in marketing*. In Belk, R.W. (ed). Handbook of qualitative research in Marketing. Cheltenham: Edward Elgar.

**Session 7 – Material Culture**

Kopytoff, I. (1986). The cultural biography of things: commoditization as process. In Appadurai, A. The social life of things: Commodities in cultural perspective, Cambridge, 64-91

Epp, A. M., & Price, L. L. (2010). The storied life of singularized objects: Forces of agency and network transformation. Journal of Consumer Research, 36(5), 820-837.

Miller, D. (2007). Consumo como cultura material. Horizontes antropológicos, 13(28), 33-63.

Moisander, J., & Valtonen, A. (2006). *Qualitative marketing research*: A cultural approach. Sage, chapter 5.

**Session 8 – Gender**

Butler, J. (1986). Sex and gender in Simone de Beauvoir's Second Sex. *Yale French Studies*, (72), 35-49.

Salih, S. (2007). On Judith Butler and Performativity. Sexualities and communication in everyday life 55-68.

Valtonen, A. (2013). Height matters: practicing consumer agency, gender, and body politics. Consumption, Markets and Culture, 16(2),196-221.

Scott, L. (2017). Consumption on the Feminist Agenda. In Sherry, J.F. & Fischer, E. (eds). *Contemporary Consumer Culture Theory.* Routledge Studies in Marketing. New York: Routledge.

Östberg, J.. (2013). Masculine self-presentation. In Ruvio. A. A. & Belk, R.W. (ed). *The Routledge companion to identity and consumption*. London: Routledge.

**Session 9 – Presentation of Final Essay**