OBJECTIVES
The objective of this course is to prepare students to understand the cultural process related to consumption. 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 to the identity development of individuals by consumption. Some methodologies used in this theoretical field will be presented.

TOPICS
a) Consumer culture theory history
b) The social perspective on consumption
c) Consumption and identity
d) Cultural Positioning: The interface between global and local
e) Cultural theory of branding
f) Institutional issues in the market dynamics
g) Methodologies in cultural consumption theory development

METHODODOLOGY
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:

a. Participative lectures presented by the lecturers;
b. Discussion of the chapter of a book, a scientific article or a research report;
c. Student seminars; and
d. Study reports.

Within this context, the role of the lecturers is that of instigators and moderators 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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Activity</th>
<th>Weight</th>
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<tbody>
<tr>
<td>1.1</td>
<td>Summary essays</td>
<td>35%</td>
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<tr>
<td>1.2</td>
<td>Individual participation in the sessions</td>
<td>30%</td>
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<tr>
<td>1.3</td>
<td>Final essay</td>
<td>35%</td>
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</table>
The summary essays should be a synthesis of the texts read and should permit the lecturer to check on the students’ understanding of the theme under discussion, on the basis of the references suggested for reading. The text should cover two pages in single spacing and Times New Roman 12 type. References and figures may be given on additional pages. The assessment of the essay will take as its basis the quality of the text and the clarity and objectivity with which the ideas contained are presented and defended and the logical sequencing of the ideas of the various references read. The essays should be handed before the beginning of the week session.

The student should choose a specific topic in consumer culture to develop his/her final essay. The student should 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.

**PRELIMINARY REFERENCES**


Butler, J. (1990). *Gender Trouble: Feminism and the Subversion of Identity*. New York: Routledge. [Section 1 – Chapter 1; Sections 3&4 – Chapter 2; Section 4 – Chapter 3]


Moisander, J., & Valtonen, A. (2006). *Qualitative marketing research: A cultural approach*. Sage. – Chapter 1


