



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 2402 Consumer sociology

Program

Bachelor's Program in Market Communication

Responsible for the course

Morten William Knudsen

Department

Marketing

Term

According to study plan

ECTS Credits

6

Modern man is constantly in the role of the consumer. This development is called commercialization, and shows that new areas are constantly being regulated by the market. In this context consumer sociology has become relevant in order to understand consumption as a meaningful and meaning creating activity. Consumption and life style are determined by social life, and could be described as cultural competence acquired through socialization in primary and secondary groups. Through consumption the individual creates himself and his identity.

Objective

The course in consumer sociology shall give the students a fundamental insight into consumer sociology and life style. The students shall by applying a strategic perspective learn how marketing builds a lasting relationship between products (brands) and people.

Prerequisites

It would be an advantage if the students have basic knowledge in consumer behaviour.

Compulsory literature

Blindheim, Trond [et. al.]. 2004. *Forbruk: lyst, makt, iscenesettelse eller mening?* Oslo: Cappelen Akademisk forlag.

Blindheim, Trond. 2004. *Artikkelsamling i forbrukersosiologi*. Kompedium. Handelshøyskolen BI.

Recommended literature

Sørensen, Mads P. 2004. *Den politiske forbruger*. København: Hans Reitzels Forlag

Miller, Daniel. 1998. *A theory of shopping*. London: Polity Press.

Fine, Ben og Ellen Leopold. 1993. *The world of consumption*. New York: Routledge

Døving, Runar. 2004. *Rype med lettøl*. Oslo: Pax forlag

Dahl, Henrik. 1997. *Hvis din nabo var en bil*. København: Akademisk forlag.

Course outline

1. The difference between consumer behaviour and consumer sociology
2. Consumption in the context of role theory, social structure, social integration and social mobility
3. Consumption in the context of the socio-cultural, socialization, power, ideology and stratification
4. Trends and development in the market place and society regarding consumption and life style
5. Consumer stereotypes in consumer theory and advertising
6. Hedonism and utilitarianism, consumption as desire and utility
7. Social structure and power, consumption as a struggle for power
8. Modernism and post-modernism, consumption as identity creation and acting
9. Politics and ethics, consumption as meaning and identity

Computer-based tools

Computer-based tools are not used in this course

Course structure

The course is based on 36 hours of lectures

Evaluation

A 72 hours written home exam concludes the course. The home exam can be written in groups of 1-3 students

Evaluation code(s)

MRK 24021 – take-home exam, counts for 100% of the grade in MRK 2402 Consumer sociology, 6 ECTS credits.

Aids at the examination

All aids are allowed at the exam

Makeup exam

A re-sit in connection with the next scheduled exam in the course