



APPLIES TO ACADEMIC YEAR 2010/2011

## MRK 2402 Consumer sociology - RE-SIT EXAMINATION

### Programme

Makeup exams

### Responsible for the course

Morten William Knudsen

### Department

Department of Marketing

### Term

According to study plan

### ECTS Credits

6

### Language of instruction

Norwegian

### Introduction

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.

### Prerequisites

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

### Compulsory reading

#### Books:

Schjelderup, Gerhard og Morten William Knudsen, red. 2007. Forbrukersosiologi: makt, tegn og mening i forbrukersamfunnet. Oslo : Cappelen Akademisk Forlag

### Recommended reading

#### Other:

Ingen

### 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. It is vital for the course that the students get trained in secondary data collecting of consumer data. The course is based upon 10 cases, and the students could expect that one of the cases can be used as bases for the exam. The course requires that the students participates in an active way in the case discussions.

**Examination**

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

**Examination code(s)**

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

**Examination support materials**

All aids are allowed at the exam.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.  
<http://www.bi.edu/studenthandbook/examaids>

**Re-sit examination**

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course was taught for the last time spring 2010. Re-sit examination will be offered every term up to and even spring 2012.

**Additional information**