



APPLIES TO ACADEMIC YEAR 2012/2013

MAN 3056/3057/3058/3059 Identity and branding

Programme

Final Master of Management Program, Master of Management Program

Responsible for the course

Knut Kolnar, Morten William Knudsen

Department

Department of Marketing

Term

According to study plan

ECTS Credits

30

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Bachelor degree or equivalent and 4 years of work experience. Please consult our Student regulations.

Compulsory reading

Books:

Gripsrud, Jostein. 2011. Mediekultur, mediesamfunn. 4. utg. Universitetsforlaget
Holt, Douglas B. 2004. How brands become icons : the principles of cultural branding. Harvard Business School Press
Kolnar, Knut. 2005. Mannedyret : begjær i moderne film. Spartacus
Schjelderup, Gerhard Emil og Morten W. Knudsen, red. 2007. Forbrukersosiologi : makt, tegn og mening i forbrukersamfunnet. Cappelen akademisk forlag
Slater, Don. 1997. Consumer culture & modernity. Polity

Articles:

Arnould, Eric J.; Thompson, Craig J. 2005. Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*. Vol. 31 Issue 4 March. p868-882
Cayla, Julien, Eric J. Arnould. 2008. A Cultural Approach to Branding in the Global Marketplace. *Journal of International Marketing*. Vol. 16 Issue 4. p86-112, 27p, 1 Chart
Hirschman, Elizabeth C. 1986. The creation of product symbolism. *Advances in Consumer Research*. Vol. 13 Issue 1. p327-331
Hirschman, Elizabeth C. 2000. Consumers' Use of Intertextuality and Archetypes. *Advances in Consumer Research*. Vol. 27 Issue 1. p57-63
Hirschman, Elizabeth C. 2003. Men, dogs, guns and cars : The Semiotics of Rugged Individualism. *Journal of Advertising*. Vol. 32 Issue 1 Spring. p9-22
Hirschman, Elizabeth C.; Holbrook, Morris B. 1982. Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*. Vol. 46 Issue 3 Summer. p92-101
Hirschman, Elizabeth C.; Scott, Linda; Wells, William B. 1998. A Model of Product Discourse: Linking Consumer Practice to Cultural Texts. *Journal of Advertising*. Vol. 27 Issue 1 Spring. p33-50
Hirschman, Elizabeth C.; Solomon, Michael R. 1983. The relationship of age and gender subcultures to the consumption of rational and arational experience. *Advances in Consumer Research*. Vol. 10 Issue 1. p334-338
Hirschman, Elizabeth C.; Thompson, Craig J. 1997. Why Media Matter: Toward a Richer Understanding of Consumers' Relationships with Advertising and Mass Media. *Journal of Advertising*. Vol. 26 Issue 1 Spring. p43-60

Hirschman, Elizabeth. 2006. Foodsigns on the Highway of Life: The Semiotics of the Diner. *Advances in Consumer Research*. Vol. 33 Issue 1. p607-612

Holt, Douglas B. 1994. Neglected Classics: Three Intellectual Traditions in the Sociology of Consumption. *Advances in Consumer Research*. Vol. 21 Issue 1. p64

Holt, Douglas B. 1995. How Consumers Consume: A Typology of Consumption. *Journal of Consumer Research*. Vol. 22 Issue 1 June. p 1-16

Holt, Douglas B. 1995. Inside culture: Art and class in the american home/claims to fame: Celebrity in contemporary american/xuxu : The mega-marketing og gender, race and modernity. *Journal of Marketing Research (JMR)*. Vol. 32 Issue 4 Nov. p487-494

Holt, Douglas B. 1997. How Do Ads Mean? New Directions in Cultural Advertising Research. *Advances in Consumer Research*. Vol. 24, Issue 1. p98-100

Holt, Douglas B. 1998. Social Class and Consumption: Challenging Postmodern Images. *Advances in Consumer Research*. Vol. 25 Issue 1. p219-219

Holt, Douglas B. 2002. Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. Full Text Available. *Journal of Consumer Research*. Vol. 29 Issue 1 June. p70-90, 21p, 1 Diagram, 1 Chart

Holt, Douglas B. 2003. What Becomes an Icon Most ?. *Harvard Business Review*. Vol. 81 Issue 3 March. p43-49

Holt, Douglas B.; Quelch, John A.; Taylor, Earl L. 2004. How Global Brands Compete. *Harvard Business Review*. Vol. 82, Issue 9 Sept. p68-75, 8p, 1 Color Photograph, 2 Graphs

Holt, Douglas B.; Thompson, Craig J. 2004. Man-of-Action Heroes: The Pursuit of Heroic Masculinity in Everyday Consumption. *Journal of Consumer Research*. Vol. 31 Issue 2 Sept. p425-440, 16p, 1 Diagram

O'Reilly, Daragh. 2005. Cultural Brands/ Branding Cultures. *Journal of Marketing Management*. Vol. 21 Issue 5/6 July. p573-588

Thompson, Craig J. 1996. Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle. *Journal of Consumer Research*. Vol. 22 Issue 4 March. p388-407

Thompson, Craig J. 1997. Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories. *Journal of Marketing Research (JMR)*. Vol. 34 Issue 4 Nov. p438-455

Thompson, Craig J. 2004. Beyond Brand Image: Analyzing the Culture of Brands. *Advances in Consumer Research*. Vol. 31 Issue 1. p98-100

Thompson, Craig J. 2004. Marketplace Mythology and Discourses of Power. Full Text Available. *Journal of Consumer Research*. Vol. 31 Issue 1 June. p162-180

Thompson, Craig J. 2008. Theorizing the Socio-historical and Ideological Influences on the Production of Commercial Culture. *Advances in Consumer Research - European Conference Proceedings*. Vol. 8. p145-149

Thompson, Craig J.; Arsel, Zeynep. 2004. The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization. *Journal of Consumer Research*. Vol. 31 Issue 3 Dec. p631-642

Thompson, Craig J.; Holt, Douglas B.. 1997. Consuming Desire and Desirous Consumption: Toward a Deeper Understanding of the Social Construction of Consumer Wants and the Nature of Consumption Symbolism. *Advances in Consumer Research*. Vol. 24 Issue 1. p22-23

Thompson, Craig J.; Tambyah, Siok Kuan. 1998. Rethinking Theories of "Consumer Culture" Through Postmodern Analyses of Consumption and the Production of Hybrid Cultural Forms. *Advances in Consumer Research*. Vol. 25 Issue 1. p58-59

Other:

Filmer : Fight Club, American Psycho, Wall Street, The century of the self, Capitalism a love story, The Shock of the new
 Kurset vil benytte 15 cases. Disse vil være Harvard Business School cases og egenutviklede cases, poenget her er å skape læring og praktisk relevans.

Recommended reading

Course outline

Computer-based tools

None

Learning process and workload

The program is conducted through five course modules, a total of 150 lecturing hours. Project tutorials differ in each Master of Management program. It will consist of personal tutorials and tutorials given in class. Generally the students may expect consulting tutorials, not evaluating tutorials. The total hours of tutorials offered is estimated to two hours pr. students following an ordinary Master of Management program. For students taking the program as their final Master of Management program the tutorials

offered are estimated to a total of six hours.

Examination

The students are evaluated through 2 term papers, counting 18 ECTS credits and an individual written exam, counting ECTS 12 credits. All evaluations must be passed to obtain a certificate for the program. The term papers may be written individually or in groups of maximum three persons.

For students taking this program as the final Master of Management Program the following applies:

The students are evaluated through 2 term papers, counting 24 ECTS credits and an individual written exam, counting ECTS 6 credits. The term papers may be written individually or in groups of maximum two persons. All evaluations must be passed to obtain a certificate for the program.

Examination code(s)

MAN 30561 - term paper 1; accounts for 50 % of the grade to pass the program MAN 3056, 18 credits

MAN 30562 - term paper 2; accounts for 50 % of the grade to pass the program MAN 3056, 18 credits

MAN 30571 - 5 hour individual written exam; accounts for 100 % of the grade to pass the program MAN 3057x, 12 credits

Both evaluations must be passed to obtain a certificate for the program.

For students taking this program as the final Master of Management Program the following applies:

MAN 30581 - Term paper 1; accounts for 50 % of the grade to pass the program MAN 3058, 24 credits

MAN 30582 - Term paper 2; accounts for 50 % of the grade to pass the program MAN 3058, 24 credits

MAN 30591 - 5 hour individual written exam; accounts for 100 % of the grade to pass the program MAN 3059, 6 credits.

All evaluations must be passed to obtain a certificate for the program.

Examination support materials

Simple calculator

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

Re-sit examination

At the next ordinary exam.

Additional information