



APPLIES TO ACADEMIC YEAR 2016/2017

## MRK 3534 Economic Anthropology

### Programme

Bachelor of International Marketing (1. year)

### Responsible for the course

Steffen Johannessen, Gillian Warner-Søderholm

### Department

Department of Communication and Culture

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian and english

### Introduction

Ethnic and cultural diversity have become part of people's everyday experience in most parts of the world. At the same time, transnational communication is increasing, and physical distance is becoming less important in many spheres of life. A globalized and constantly changing business world, increasingly affected China and other emerging economies outside the western world, brings about new social, cultural, economic, and political challenges. This demands a heightened sense of understanding anthropological issues of culture and identity-formation in a global economy.

The course will offer anthropological and sociological perspectives for understanding and analyzing culture, identity and social relations, with a focus on economic issues and international business. It will focus on how social practices of trade, reciprocity, tourism, consumerism and shopping contribute to form, confirm and re-shape identity, cultural meaning and social relationships in a globalized world. Through anthropological theory and practice, including fieldwork, students will gain an insight into how cultural values, norms and traditions in a society impact the way people interact and communicate, trade, and relate to one another. They will also gain insight into how people understand themselves and others in a consumer society much influenced by marketing, where successful marketing is much dependent on knowledge about target groups' cultural ideas.

Geographically, the course will include examples from many parts of the world, but has an empirical focus on studies of China and Scandinavia.

### Learning outcome

#### Acquired knowledge

On completion of the course the students should:

- Be familiar with anthropological understandings of culture
- Be familiar with an anthropological understanding of identity
- Be familiar with anthropological theories of economic exchange
- Understand how we are affected by the region in which we live and how our cultural background influences our understanding of other groups and regions
- Be familiar with different approaches to understanding people from other cultures, such as cultural relativism and ethnocentrism.
- Understand qualitative anthropological research methods, and how cultural meanings and practices can be studied by means of participant observation.
- Be familiar with social and cultural differences between Scandinavia and China, and the importance of this with regard to politics and business behavior in modern China.

#### Acquired skills

- Be able to explain central concepts and theories within anthropology and sociology, and to be able to apply these concepts and theories for understanding, discussing and analyzing cultures, sub-cultures, identity and different forms of social interaction within a contemporary world.
- Be able to use qualitative interview and observation techniques to gain knowledge about other peoples' cultural perspectives and understandings.

## Reflection

- Develop increased awareness and sensitivity in respect to ethical issues that concern inter-cultural encounters.
- Acquire modesty, understanding and respect in the approach of other groups' cultural ideas and practices.

## Prerequisites

No particular prerequisites.

## Compulsory reading

### Books:

Eriksen, Thomas Hylland. 2004. What is anthropology?. Pluto Press. 180 pages

Lie, Merete, Ragnhild Lund og Gard Hopsdal Hansen, eds. 2008. Making it in China. Høyskoleforlaget. 255 pages

### Collection of articles:

Johannessen, Steffen F. (ed.). 2016. Article Collection: MRK 3534 Economic Anthropology. Handelshøyskolen BI. (Can be downloaded from Itslearning)

## Recommended reading

### Course outline

- Qualitative research methods and fieldwork
- Anthropology and ethics
- Cultural translation and context
- Globalization
- Trade and reciprocity
- Media and visual culture
- Tourism
- Identity, ethnicity and nationalism
- Consumption, shopping and meaning making
- Introduction to Scandinavian and Chinese cultures

## Computer-based tools

No specified computer-based tools are required.

## Learning process and workload

The course is comprised of a combination of lectures, group work, and assignments.

During the semester students will work on a term paper. The term paper will be based on qualitative methods and students will conduct one short anthropological field-work. The term paper will be completed in groups of 3-5 students. The students must hand in a project proposal early in the semester and must also be prepared to present parts of their term paper in a plenary session or to the teacher during the course. The term paper will be given at semester start. Feedback and supervision will be given in plenary sessions and/or individually to the groups.

Additionally, students are expected to discuss the various course topics in discussion groups. The discussion groups may be the same as the term paper groups or they may vary.

Recommended use of hours:

Recommended

Activity	Hours
Lectures	30
Work on term paper, including individual group-supervision	36
Self-study and discussion groups	130
Individual examination	4
<b>Total recommended workload</b>	<b>200</b>

## Use of hours

30 timer - Forelesninger

3 timer - Organisere grupper, organisere veiledning, tilgjengelighet overfor studentene

12 timer - Sentralt koordinert fordeling av timer til veiledning, som fortas av kursansvarlig. Studentgruppene skal ha individuell gruppeveiledning 2 ganger ifm prosjektoppgaven. Gang nr skal studentene presentere oppgaven, samt få tilbakemelding på den. Antall timer fordeles til forelesere for de ulike klassene, basert på antall grupper de veileder/ dvs antall i de ulike klassene. Det varierer mye mht studenttall ved campusene, høsten 2015 var som følger: Stavanger 32, Trondheim 57, Bergen 88 og Oslo 136. Det blir hhv 8 / 14 / 22 og 34 grupper dersom det er 4 studenter i snitt pr gruppe. Fordelingen gjøres fordi det blir skjev fordeling av timer til veileder, eller skjev fordeling av tid til studentene.  
Ressursbruk 45 timer totalt pr klasse.

### **Examination**

Term paper (10 - 15 pages) in groups of 3-5 students, which makes up 40 % of the grade.  
Four (4) hours individual written exam, which makes up 60 % of the grade.

Both exams must be passed in order to receive a grade for the course, 7,5 ECTS credits.

### **Examination code(s)**

MRK 35341 – Term paper, counts 40 % towards the grade in the course MRK 3534 Economic Anthropology, 7,5 ECTS credits.

MRK 35342 – Written exam, counts 60 % towards the grade in the course MRK 3534 Economic Anthropology, 7,5 ECTS credits.

### **Examination support materials**

Term paper: All examination support materials allowed.

Written exam: One bi-lingual dictionary.

### **Re-sit examination**

A re-sit examination is held every semester.

In connection with a re-sit the project paper can be completed in groups with fewer participants or on an individual basis.

### **Additional information**