



**BUSI 4209 Winter 2019  
Consumer Culture Theory**

Last revised: 10 December 2018

**DRAFT** Course Outline

**Class Time:** Thursdays, 2:35 to 5:25 p.m.

**Class room:** TBA

**Course Hashtag:** #BUSI4209

**Professor:** Dr. Leighann Neilson

**Office:** 913 Dunton Tower

**Office Hours:** by appointment only

**Email:** leighann.neilson@carleton.ca (preferred contact method)

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**Telephone:** 613-520-2600 ext. 8511

**Teaching Assistant:**

**Office:**

**Email:**

**Course Prerequisites**

Third year standing and BUSI 3209 (with a grade of C or better). The School of Business enforces all prerequisites.

**Calendar Description**

Consumer behaviour from a macro and interpretive approach, as a social and cultural phenomenon; the relationships between consumers, the marketplace and cultural meaning. Precludes additional credit for BUSI 4206 (no longer offered). Lecture three hours a week.

**Course Objectives**

This course is designed to provide you with:

- an understanding of consumer behaviour from a social and cultural perspective;
- an ability to apply consumer behaviour theories to a variety of marketing contexts;
- the skills to design, conduct, interpret, and convey consumer behaviour research in written and visual forms.

To achieve these objectives, you will be asked to:

- learn the key terms, definitions and concepts used in the field;
- identify and discuss the major concepts and processes that characterize consumer behaviour from social and cultural perspectives;
- demonstrate your knowledge and understanding of the course material by conducting consumer research projects;
- engage in your own consumer behaviour with an increased awareness of the internal and external forces at work, and
- share with the class your applications of consumer culture theory.

## **Course Textbook**

There is no required textbook for this course. Instead, we will be reading journal articles you can download from the library databases. To access the readings, login to cuLearn and click on this course site. Scroll down until you see the 'Library Reserves' heading on the left hand side. Click on 'View course in Ares' and scroll through the list of readings on reserve until you find the one you want.

Alternatively, you can find the articles for yourself by using the Business Source Complete database from the library's website and entering the appropriate search terms.

## **COURSE NORMS**

### **Use of cuLearn**

The course website runs under the cuLearn course management system and contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

### **Email Policy**

In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). Please be aware that I respond to email between the hours of 8:30 a.m. and 5 p.m., Monday to Friday. I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I will not answer by email questions that have already been asked and answered in class. Please use the cuLearn course discussion group to ascertain whether your classmates can assist you.

### **Cellular Phone Usage**

Please make sure that your phone is turned off during class. If your phone rings during class, you will be asked to leave the class and not return that day. If I catch you texting during class, you will be asked to leave and not return that day. During class time your attention should be focused on class activities. If an emergency situation requires you to keep your cell phone turned on, please discuss this with me prior to the class. **Under no circumstances may you use your phone to record lectures or lecture slides or to take photos/video during the class.**

### **Intellectual Property Rights**

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s). **I claim my intellectual property rights over all materials I have prepared for this course. I do not grant permission to anyone to share these materials in digital or hard copy via course note sharing websites or in person.**

## EVALUATION CRITERIA

A variety of evaluation methods will be used over the course to allow you to demonstrate your mastery of the material. These methods include:

### Consumption Reflection Assignments (Individual Assignments)

During the semester you will complete two assignments in which you will interpret your own consumer behaviour in light of the readings we have done in class. Descriptions of these assignments will be posted on the cuLearn site, along with grading rubrics.

### Class Discussion Leadership (Pairs Assignment)

Working with a partner, you will be responsible for reviewing one of the required readings and leading the class discussion of that paper. A detailed description is available on the course cuLearn site. Readings/topics will be assigned during the first class. Please note that given the number of students enrolled in the class, if you miss your assigned Discussion Leadership week, I may not be able to arrange an alternative date for you to complete this assignment.

### Consumer Behaviour Research Project (Group Assignment)

Working as a part of a group of 4 to 5 students, you will select a consumer behaviour topic to research in further detail. I anticipate that you may need to collect data for this project, thus the required research ethics forms will be made available on cuLearn, along with a description of the minimum requirements for the final research paper. In addition to reporting your results in the traditional written format, your group will prepare a video and trailer.

## SUMMARY OF EVALUATION COMPONENTS

Assignments	Marks
<b>Individual work (30%)</b>	
- "The Storied Life Of..." Consumption Reflection Assignment 1	15
- "Fashion Victim?" Consumption Reflection Assignment 2	15
<b>Pairs work (15%)</b>	
- Leading class discussion	10
- Article summary & critique	5
<b>Group work (55%)</b>	
- Research proposal	5
- Research paper	25
- Trailer	5
- Video	20
<b>Total</b>	<b>100</b>

### Satisfactory In-term Performance

- The criteria and the standards for Satisfactory In-term Performance are as follows:
  - Minimum grade of 50% on Research proposal, paper, trailer and video (overall, after any peer evaluations have been taken into account)
- Unsatisfactory In-term Performance in this course will lead to:  
Failure in this course Yes No

## ATTENDANCE

**Attendance will be taken during the Film Festival.** Failure to attend class or leaving early without prior permission on these days will result in a **2% penalty** to your final grade. If you are not able to attend class during a Film Festival week due to illness, please ensure that you submit the appropriate medical certificate at the next class. If you are a member of a team representing Carleton or Sprott, and are not able to attend the presentations due to a team commitment, your coach can provide documentation via email to my address indicated above. Note that this person cannot be another student. **I do not consider attending practice sessions for case competitions or make-up classes for other courses to be sufficient reason to miss class during a Film Festival week in this course.**

## INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE AN EXAM DUE TO MEDICAL OR OTHER REASONS

If you are not able to complete the assignments in this course because of a certified illness or other reason alternative arrangements will be made on a case by case basis. Please note that you **\*must\*** provide documented proof of why you were not able to complete the assignment. I will be following up to confirm the veracity of doctor's notes. If you are a member of a team representing Carleton or Sprott, your coach can provide this documentation via email to my address indicated above. Note that this person cannot be another student. **I do not consider attending practice sessions for case competitions to be sufficient reason to miss assignments in this course.**

The situation of students who cannot contribute to the group project due to certified illness or other reasons will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

Please note that in this course for all occasions that call for a medical certificate you must use or furnish the information demanded in: [https://carleton.ca/registrar/wp-content/uploads/med\\_cert.pdf](https://carleton.ca/registrar/wp-content/uploads/med_cert.pdf). **Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.**

## LATE ASSIGNMENT POLICY

Late assignments will be penalized at the rate of 5% per day. Please ensure you are aware of all assignment due dates and the submission requirements (e.g., uploading through cuLearn or handing a hard copy in during class). Do NOT slide any assignments under the professor's office door. There is a 100% penalty for assignments found on my office floor.

## TENTATIVE CLASS SCHEDULE

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the year.

Session/ Date	Discussion Topic	Assigned Reading	Discussion Leader(s)
1 Jan 10	- Overview of course requirements <b>Other Ways of Studying Consumer Behaviour</b>	Hudson, Laurel Anderson and Julie L. Ozanne (1988), "Alternative Ways of Seeking Knowledge in Consumer Research," <i>Journal of Consumer Research</i> , 14 (March), 508-521.	Prof. Neilson
2 Jan 17	<b>Central Concepts in Consumer Culture Theory</b>  <b>Discussion of Group Research Project Assignment (including research ethics)</b>	1. Holbrook, Morris B. and Elizabeth C. Hirschman (1982), "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun," <i>Journal of Consumer Research</i> , 9 (September), 132-140.	Prof. Neilson
		2. Arnould, Eric J. and Craig J. Thompson (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," <i>Journal of Consumer Research</i> , 31 (March), 868-882.	Prof. Neilson
		3. Holt, Douglas B. (1995), "How consumers consume: a typology of consumption practices," <i>Journal of Consumer Research</i> , 22 (June), 1-16.	
3 Jan 24	<b>Consumers' Identity Projects</b>  <b>Group Research Project Proposal DUE</b>  <b>Discussion of 1<sup>st</sup> Individual Assignment</b>	1. Belk, Russell W. (1988), "Possessions and the Extended Self," <i>Journal of Consumer Research</i> , 15 (2), 139-168.	
		2. Ahuvia, Aaron C. (2005), "Beyond the Extended Self: Loved Objects and Consumers' Narratives," <i>Journal of Consumer Research</i> , 32 (June), 171-184.	

		3. Epp, Amber M. and Linda L. Price (2009), "The Storied Life of Singularized Objects: Forces of Agency and Network Transformation," <i>Journal of Consumer Research</i> , 36 (Feb), 820-837.	
		4. Gregson, Nicky, Alan Metcalfe and Louise Crewe (2009), "Practices of Object Maintenance and Repair," <i>Journal of Consumer Culture</i> , 9 (2), 248-272.	
4 Jan 31	<b>Video Workshop</b>		Hasi Eldib, Media Production Centre
5 Feb 7	<b>Marketplace Cultures</b>  <b>First Individual Assignment Due</b>	1. Muniz, Jr., Albert M. and Thomas C. O'Guinn (2001), "Brand Community," <i>Journal of Consumer Research</i> , 27 (4), 412-432.	
		2. Goulding, Christina, Avi Shankar and Robin Canniford (2013), "Learning to be tribal: facilitating the formation of consumer tribes," <i>European Journal of Marketing</i> , 47 (5/6), 813-832.	
		3. Ulusoy, Emre and Sharon Schembri (2018), "Subculture as learning context: subcultural music consumption as language, channel and journey," <i>Consumption, Markets &amp; Culture</i> , 21 (3), 239-254.	
6 Feb 14	<b>Socio-Historic Patterning of Consumption</b>	1. Thompson, Craig J. (1996), "Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle," <i>Journal of Consumer Research</i> , 22 (March), 388-407.	
		2. Crockett, David (2017), "Paths to Respectability: Consumption and Stigma Management in the Contemporary Black Middle Class,"	

		<i>Journal of Consumer Research</i> , 44 (3), 554-581.	
		3. Joy, Annamma (2001), "Gift Giving in Hong Kong and the Continuum of Social Ties," <i>Journal of Consumer Research</i> , 28 (September), 239-256.	
7 Feb 21	<b>Reading Week – No Classes</b>		
8 Feb 28	<b>Mass-Mediated Marketplace Ideologies and Consumers' Interpretive Strategies</b>  <b>Discussion of Second Individual Assignment</b>	1. Thompson, Craig J. and Diana Haytko (1997), "Speaking of Fashion: Consumers' Uses of Fashion Discourses and the Appropriation of Countervailing Cultural Meanings," <i>Journal of Consumer Research</i> , 24 (June), 15-42.	
		2. Gurrieri, Lauren and Helene Cherrier (2013), "Queering beauty: Fatshionistas in the fatosphere," <i>Qualitative Market Research: An International Journal</i> , 16 (3), 276-295.	
		3. McNeill, Lisa and Jacob McKay (2016), "Fashioning masculinity among young New Zealand men: young men, shopping for clothes and social identity," <i>Young Consumers</i> , 17 (2), 143-154.	
		4. Joung, Hyun-Mee (2014), "Fast-fashion consumers' post-purchase behaviours," <i>International Journal of Retail &amp; Distribution Management</i> , 42 (8), 688-697.	
9 Mar 7	<b>Conspicuous Consumption and Status</b>  <b>Trailer uploaded by March 9th</b>	1. Wang, Yajin and Vladas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," <i>Journal of Consumer Research</i> , 40 (February), 834-854.	

		2. Walther, Carol S. and Jennifer A. Sandlin (2013), "Green capital and social reproduction within families practising voluntary simplicity in the US," <i>International Journal of Consumer Studies</i> , 37 (1), 36-45.	
		3. Bellezza, Silvia, Neeru Paharia, and Anat Keinan (2017), "Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol," <i>Journal of Consumer Research</i> , 44 (June), 118-138.	
10 Mar 14	<b>Disposal</b>  <b>Second Individual Assignment Due</b>	1. Bianchi, Constanza, and Grete Birtwistle (2010), "Sell, give away, or donate: an exploratory study of fashion clothing disposal behaviour in two countries," <i>International Review of Retail, Distribution &amp; Consumer Research</i> , 20 (3), 353-368.	
		2. Cherrier, Helene and Tresa Ponnor (2010), "A study of hoarding behavior and attachment to material possessions," <i>Qualitative Market Research: An International Journal</i> , 13 (1), 8-23.	
		3. Lastovicka, John L. and Karen V. Fernandez (2005), "Three Paths to Disposition: The Movement of Meaningful Possessions to Strangers," <i>Journal of Consumer Research</i> , 31 (March), 813-823.	
11 Mar 21	<b>Film Festival</b> (Attendance Taken)		
12 Mar 28	<b>Film Festival</b> (Attendance Taken)		
13 Apr 4	<b>Film Festival (if needed)</b> <b>Course Wrap-up</b> <b>Term Paper Due</b> <b>Video Copy Due</b>		

## ADDITIONAL INFORMATION

### Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

### Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

### Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

### Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

### Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

### Pregnancy obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

For more details, visit the Equity Services website: [carleton.ca/equity/wp-](http://carleton.ca/equity/wp-)

[content/uploads/Student-Guide-to-Academic-Accommodation.pdf](#)

### **Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](#)

### **Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](http://carleton.ca/pmc)

### **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [carleton.ca/sexual-violence-support](http://carleton.ca/sexual-violence-support)

### **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: [students.carleton.ca/course-outline](http://students.carleton.ca/course-outline)

### **Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize

themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

### **Sprott Student Services**

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

### **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [carleton.ca/csas](http://carleton.ca/csas).

### **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
  - All final grades are subject to the Dean's approval.
  - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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## **2019 Important Dates and Deadlines**

### **December 24, 2018-January 1, 2019**

University closed.

### **January 2, 2019**

University reopens at 8:30 a.m.

### **January 7, 2019**

Winter term classes begin.

### **January 14, 2019**

OSAP deferral deadline. **Late payment charges and late registration charges** applied to the student account on or after this date for eligible OSAP students.

### **January 18, 2019**

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.  
Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in winter 2019 and must register for the winter 2019 term.

**January 18-20, 25-27, 2019**

Fall term deferred examinations will be held.

**January 31, 2019**

Last day for a **fee adjustment** when withdrawing from winter term courses or the winter portion of two-term courses (financial withdrawal). Withdrawals after this date will create no financial change to winter term fees and will result in a permanent notation of WDN appearing on your official transcript.

**February 15, 2019**

April examination schedule available online.

**February 18, 2019**

Statutory holiday. University closed.

**February 18-22, 2019**

Winter Break. Classes are suspended.

**March 1, 2019**

Last day for receipt of **applications** from potential spring (June) graduates.

Last day for receipt of applications for admission to an undergraduate program for the summer term.

Last day for receipt of applications for admission from candidates who wish to be guaranteed consideration for financial assistance (including Carleton fellowships, scholarships and teaching assistantships) administered by Carleton University. Candidates whose applications are received after the March 1 deadline may be considered for the award of a fellowship, scholarship or teaching assistantship (Graduate students only).

Application deadline to study at another institution on a **letter of permission** for the summer term.

**March 15, 2019**

Last day to request formal exam accommodations for April examinations to the **Paul Menton Centre for Students with Disabilities**. Note that it may not be possible to fulfill accommodation requests received after the specified deadlines.

**March 26, 2019**

Last day for summative tests or examinations, or formative tests or examinations totaling more than 15% of the final grade, in winter term or fall/winter courses before the official examination period (see **examination regulations** in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar).

**April 7, 2019**

**Last day to pay any remaining balance on your Student Account** to avoid a hold on access to

marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay summer 2019 course selection.

**April 9, 2019**

Winter term ends.

Last day of winter term and fall/winter classes.

Last day for academic withdrawal from winter term and fall/winter courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for winter term and fall/winter courses.

Last day for take home examinations to be assigned, with the exception of those conforming to the **examinations regulations** in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

**April 10-11, 2019**

No classes or examinations take place.

**April 12-27, 2019**

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week.

**April 19-21, 2019**

Statutory holiday. University closed. No examinations take place.

**April 27, 2019**

All take-home examinations are due on this day, with the exception of those conforming to the **examinations regulations** in the Academic Regulations of the University section of the Undergraduate Calendar/General Regulations of the Graduate Calendar.

**May 1, 2019**

Last day for receipt of applications for undergraduate internal degree transfers to allow for registration for the summer session.

**May 17-29, 2019**

Winter term and fall/winter deferred final examinations will be held.

**May 20, 2019**

Statutory holiday. University closed. No examinations take place.