



**Carleton
University**

Sprott
School of Business

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 4209
WINTER 2022**

CONSUMER CULTURE THEORY – UPDATED JAN 10

Instructor: Aron Darmody PhD.

Office: 5054 NI (Nicol Building). **Meetings via Zoom** - <https://carleton-ca.zoom.us/my/arondarmody>

Office Hours: Wednesdays 10:00am – 11:30am (virtually, via zoom, and ideally by appointment)

Contact Email: arondarmody@cunet.carleton.ca

Class Time and location: Monday 11:35am-2:25pm in Loeb Building (C264) or via zoom. Brightspace has full details. **Classes are online until Jan 31st at least**

Quick link: <https://carleton-ca.zoom.us/j/96506383806> Meeting ID: 965 0638 3806 Passcode: BUSI4209

TA: Narmin Banu. **Office Hours:** By appointment via email. **Email:** narminbanu@cmail.carleton.ca

COURSE DETAILS AND MATERIALS

Modality: Online for the first few weeks – mostly synchronous with some asynchronous elements. Currently the rest of the semester is designed to be in-person with a hybrid-flexible (HyFlex) option by professor's consent. Hyflex means in-person with the flexible option for online/on campus attendance. In the HyFlex model, a single section is offered simultaneously to both on campus and online students by the same instructor (me). I will be actively encouraging students to participate, be they online or in-person. I may record classes, at my discretion. The instructor and TA may view the recordings for grading and any other academic and/or administrative reasons

If a student is online for a class, they will require a reliable internet connection and microphone to participate. Exams and presentations will be conducted online synchronously at pre-determined times indicated in advance, or asynchronously. Every synchronous class will have discussions in which everyone is expected to participate. The course will be some asynchronous components, including online discussion forums.

Course Calendar description from the 2021/2022 University calendar: Consumer behaviour from a macro and interpretive approach, as a social and cultural phenomenon; the relationships between consumers, the marketplace and cultural meaning. Lecture three hours a week.

Pre-requisites & precluded Courses: Third year standing and BUSI 3209 (with a grade of C or better). Please note that the Sprott School of Business enforces all prerequisites.

You are expected to have a strong working knowledge of core marketing concepts (e.g., SWOT / PEST analyses, segmentation / targeting / positioning, value propositions, customer satisfaction, product strategy, pricing strategy, distribution (channel) strategies, etc.). If your foundational understanding is lacking, please revisit your what you covered in previous courses or read marketing textbook(s) available at the library.

Reading(s)/Textbook(s)/Required Materials (incl. technical requirements, i.e., webcam):

There is **no required textbook for this course**. Instead, we will be reading journal articles and watching videos you can access through the Carleton library or online.

Readings will be available on Brightspace with link to library. Alternatively, you can find most of the articles for yourself by using the Business Source Complete database from the library's website and entering the appropriate search terms. Some of the videos we will watch are available on YouTube or other websites. For others, you will need to follow library links.

COVID-19 PREVENTION MEASURES AND MANDATORY PUBLIC HEALTH REQUIREMENTS

All members of the Carleton community are **required** to follow COVID-19 prevention measures and all mandatory public health requirements (e.g. wearing a mask, physical distancing, hand hygiene, respiratory and cough etiquette) and **mandatory self-screening** prior to coming to campus daily.

If you feel ill or exhibit COVID-19 symptoms while on campus or in class, please leave campus immediately, self-isolate, and complete the mandatory **symptom reporting tool**. For purposes of contact tracing, attendance will be taken in all classes and labs. Participants can check in using posted QR codes through the cuScreen platform where provided. Students who do not have a smartphone will be required to complete a paper process as indicated on the **COVID-19 website**.

All members of the Carleton community are required to follow guidelines regarding safe movement and seating on campus (e.g., directional arrows, designated entrances and exits, designated seats that maintain physical distancing). In order to avoid congestion, allow all previous occupants to fully vacate a classroom before entering. No food or drinks are permitted in any classrooms or labs.

For the most recent information about Carleton's COVID-19 response and required measures, please see the **University's COVID-19 webpage** and review the **Frequently Asked Questions (FAQs)**. Should you have additional questions after reviewing, please contact **covidinfo@carleton.ca**

Please note that failure to comply with University policies and mandatory public health requirements, and endangering the safety of others are considered misconduct under the **Student Rights and Responsibilities Policy**. Failure to comply with Carleton's COVID-19 procedures may lead to supplementary action involving Campus Safety and/or Student Affairs.

YOUR ROLE AND RESPONSIBILITIES

Active Learning: The course is built upon the principles of active learning, which means that you – individually and in teams – must take responsibility for your own learning. You will set your own personal and professional goals for the course; use the resources provided in the syllabus and available technology to work towards your goals; identify other resources including people, articles and videos that can help; and monitor your progress towards your goals. Please check-in with me as needed.

An active student learner makes a commitment to come to class prepared. Make sure you check the weekly schedule, critically read or watch the assigned article(s)/chapter(s)/video(s) and thoroughly prepare for class discussion. This material is best learned by participating, and not by sitting passively watching from the sidelines. If you read this sentence, please send a picture of a puppy or kitten to the course email address with email title CCT syllabus. Active learning requires you to identify relevant terminology, concepts, ideas, and materials, and critically analyze these, looking for patterns and themes, make connections, and develop well-reasoned and articulated points-of-view.

Classroom Etiquette: WE ARE ALL IN THIS TOGETHER. I expect you to conduct yourselves in a professional manor, respect your fellow classmates, and invest in me as much as I invest in you. You are expected to come to class on time. Once you are in class, please do not leave class till the end. Arriving late for class (after attendance is taken), leaving class early, or leaving during class and returning is disruptive. Consistent incidences will negatively impact your grade and be assessed at my discretion.

Zoom Etiquette: I ask that you be respectful of your classmates and me. Please keep your camera and chat on during our online lectures, but you don't need your camera for hyflex ones. I expect students to be present virtually, engaged, and ready to be called upon for discussion.

Late Penalty: Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). All assignments should be uploaded on Brightspace before the class they are due, unless otherwise specified (other day and/or time specified).

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.

COURSE DESCRIPTION and LEARNING OBJECTIVES

This course is designed to gain a better understanding of what consumption is, what it does, and how we can empirically study it. If you read this, please send me a photo of your favourite place/one of your favourite places to the course email with “CCT favourite place” in the title of your email. The course takes a socio-cultural perspective towards consumption and the consumer, which means that our focus is on how markets and consumption both shape and are shaped by social, historical, and institutional forces; complementary to the individual and psychological motivations or decision-making processes that underly consumption.

The course also takes a “global” view on consumer culture, which has two implications: (1) that global flows of images, ideas, money, and people shape local consumer cultures; and that (2) “consumer culture” is not limited to a Western (Euro-American) trajectory but has multiple historicities as well as “glocal” manifestations around the world.

LEARNING GOALS	LEARNING OUTCOMES	ASSESSMENTS
Upon successful completion of this course, students should be able to know/understand:	Upon successful completion of this course, students should be able to:	How students will be assessed on these learning objectives:
<ul style="list-style-type: none"> ✓ Understand the social and cultural factors influencing consumers ✓ Know social and cultural theories and frameworks that support understanding of consumer behavior as a discipline 	<ul style="list-style-type: none"> ✓ Show how markets and consumption both shape and are shaped by social, historical, and institutional forces; complementary to the individual and psychological motivations or decision-making processes that underly consumption. ✓ Engage in your own consumer behaviour with an increased awareness of the internal and external forces at work ✓ Build a library of marketing models, frameworks, and theories. ✓ Identify key motivational strategies, and drivers of consumer behavior ✓ Mindfully and effectively use key marketing language. 	<ul style="list-style-type: none"> ✓ <i>Class discussion and participation</i> ✓ <i>Leading Class discussions</i> ✓ <i>Group project</i> ✓ <i>Individual ‘self’ projects</i> ✓ <i>Reading materials</i> ✓ <i>Videos and analyses</i>
<ul style="list-style-type: none"> ✓ Understand how cultural consumer behavior principles are applied to solve marketing 	<ul style="list-style-type: none"> ✓ Implement culturally-informed consumer behavior theories to practice and offer managerial directions 	<ul style="list-style-type: none"> ✓ <i>Case preparation, analysis, and discussion</i> ✓ <i>Group project</i> ✓ <i>Class discussion</i>

problems, and develop strategies		✓ <i>Reading materials</i>
✓ Understand the value of qualitative data collection and analysis for identifying consumer/marketing issues, formulating solutions, and supporting recommendations.	<ul style="list-style-type: none"> ✓ Develop and polish marketing analysis skills. ✓ Link consumer insights to marketing decision-making ✓ Know how and when to use appropriate (qualitative) research tools 	<ul style="list-style-type: none"> ✓ <i>Class discussion and participation</i> ✓ <i>Leading Class discussions</i> ✓ <i>In-class exercises</i> ✓ <i>Individual Projects</i> ✓ <i>Reading Materials</i> ✓ <i>Group project</i>
✓ Effectively communicate marketing analysis both in writing and in presentations	<ul style="list-style-type: none"> ✓ Prepare a written analysis of a marketing project. ✓ Build marketing and consumption presentations. ✓ Demonstrate marketing analysis skills in presentations 	<ul style="list-style-type: none"> ✓ <i>Class discussion and participation</i> ✓ <i>Leading Class discussions</i> ✓ <i>In-class exercises and in-class group project presentations</i> ✓ <i>Individual Projects</i> ✓ <i>Group Project</i>
✓ Know the skills needed to locate, gather, interpret, and use information effectively. (Achieve 'Information literacy')	<ul style="list-style-type: none"> ✓ Demonstrate ability to locate & gather information ✓ Evaluate sources of information ✓ Analyze, summarize & synthesize information from diverse sources ✓ Apply information gathered to a given situation ✓ Communicate to others information, conclusions, & arguments through oral, written & visual means ✓ Appropriately <u>cite</u> sources of information 	<ul style="list-style-type: none"> ✓ <i>Class discussion and participation</i> ✓ <i>Leading Class discussions</i> ✓ <i>Online postings and/or discussions</i> ✓ <i>Individual projects</i> ✓ <i>Group project</i>
✓ Understand that the study of consumer behavior is the study of change	<ul style="list-style-type: none"> ✓ Analyze personal, social, and cultural bases for differences / similarities between consumers ✓ Understand and interpret current consumer trends, & recognize & debate potential future trends 	<ul style="list-style-type: none"> ✓ <i>In class discussions and activities Individual projects</i> ✓ <i>Group project</i>

CONTRIBUTION TO LEARNING GOALS OF THE PROGRAM ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
CHECK (X) ONE PER ROW				
BC1 Knowledge Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.				X
BC2 Collaboration Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.				X
BC3 Critical Thinking Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.				X
BC4 Communication Graduates will be effective and persuasive in their communications.				X
BI5 Global Awareness (BIB ONLY) Graduates will be globally-minded.				X

Course Requirements & Methods of Evaluation (including due dates):

Task	Description	Due	Points toward grade
Participation (including asynchronous Discussion Boards)	<p>Participation is imperative to obtain the necessary knowledge and tools for success and all students are expected to engage in class discussions and exercises. This is your opportunity to demonstrate a working knowledge of the material being covered and to share & gain new insights. It begins with attending every class and being prepared!</p> <p>We will also post and respond to discussion forum topics that correspond to lessons learned in class for certain weeks. You will post your own and comment and respond to classmates</p>	Ongoing	12
Class Discussion Lead – in pairs	<p>Working with a partner, you will be responsible for reviewing one of the required readings and leading the class discussion for that paper. A detailed description will be available on Brightspace. You can sign up with a partner for this assignment. 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</p>	Ongoing	15
Individual Assignments	<p>During the semester you will complete two assignments in which you will interpret your own consumer behaviour in light of readings we have done in class. Descriptions of these assignments will be posted on Brightspace. All students are expected to complete and submit assignments NO LATER than the start of class on the date on which they are due.</p>	Feb 14 Mar 28	28
Individual take home exam	<p>An individual take home exam will be given near the end of the semester with a set timeframe on when it is due. Details will be provided.</p>	Specified date during exams	15
Group Project	<p>Working as a part of a group of 4 to 5 students, you will select a consumer behaviour topic to research in detail. I anticipate that you may need to collect data for this project, thus the required research ethics forms will be made available on Brightspace, along with a description of the minimum requirements for the final research paper. A final presentation of findings will be <u>due the day before the last class (to be presented on last day)</u> and the final paper due for final class.</p>	<p>Presentation due by April 11th, 10am Paper due: class time, Apr 12th</p>	30

COURSE SCHEDULE

This is subject to change.

Week 1:	Course Introduction and what is CCT		
	Jan 10 th	Syllabus & class review. What is CCT?	

Week 2:	New ways to understand Consumers and Consumption		
	Jan 17 th	Central Concepts in CCT. Why study consumption this way?	1. McCracken (1986) 2. Holbrook and Hirschman (1982) 3. Holt (1995).

Week 3:	Consumption and Identity		
	Jan 24 th	Consumers' Identity Projects	
Group Research Proposal. Worth 2.5 of group project grade			Due Jan 28

Week 4:	Ethnographic Research		
	Jan 31 st	Ethnographic Research	

Week 5:	The Body.		
	Feb 7 th	Consumer Body. Individual or Social	
Group Research Ethics application and forms			Due Feb 7.

Week 6:	Food consumption and Sustainability.		
	Feb 14 th	Food Consumption and Sustainability	
Individual Assignment 1			Due Feb 14 th

NO CLASS – WEEK OFF

Week 7:	Consuming with others ...		
	Feb 28 th	Marketplace Cultures	

Week 8:	Brands as socially constructed, symbolically rich entities		
	March 7 th	Cultural Perspectives on Branding	

Week 9:	I want it all!! Or??		
	March 14 th	Needs and Desires.	
Week 10:	Gendered and Gendering Consumption		
	March 21 st	Gendered & Gendering Consumption	
Week 11:	Ideologies		
	March 28 th	Mass-Mediated Ideologies and Consumers' Interpretive Strategies	
Individual Assignment 2			Due March 28 th
Week 12:	I see you; you see me. Conspicuous Consumption and Status		
	April 4 th	Conspicuous Consumption and Status	
Week 13:	Final Week		
	April 11 th	In class presentations	
Research Paper. Worth 20 of group project grade			Due April 11
Research Presentation. Worth 7.5 of group project grade			Due April 10
Final Exam			
Due Date TBA, after end of classes.			Due TBA

To ensure your email gets priority please start subject line of every email with “BUSI 4209 Consumer Culture Theory”

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.

Course Grading Scale

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

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

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-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 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

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 its 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

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

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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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 .

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 <https://carleton.ca/its/get-started/new-students-2/>
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