



BUSI 4209 Consumer Culture Theory
Winter 2018
Course Hashtags: #BUSI4209

Last updated: 9 January 2018

Professor: Dr. Leighann Neilson
Office: 913 Dunton Tower
Office Hours: by appointment only
Class: Tuesdays, 8:35 to 11:25 a.m.
Class room: 517 Southam Hall
Email: leighann.neilson@carleton.ca (preferred contact method)
Twitter: @Prof_Neilson
Telephone: 613-520-2600 ext. 8511

Teaching Assistant: Dora Wang
Office: 1001 Dunton Tower
Email: yun.wang3@carleton.ca

COURSE PREREQUISITES

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

COURSE 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.

REQUIRED 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's 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 @email 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:

Photo Essay (Individual Assignment)

Your task for this assignment is to create a digital photo essay on the theme of consumption and happiness. For many of you, this assignment will build on what you learned in BUSI 3209 about happiness as a strategic ingredient in marketing plans. Over the course of the semester we will discuss the role of storytelling in marketing along with various perspectives on happiness found in the research literature. We will also participate in a workshop designed to help you develop your photography and editing skills on January 30th. See cuLearn for a more complete description of the assignment and a grading rubric.

Happiness Projects (Individual Assignment)

Pick two of the six projects listed on cuLearn. Complete the tasks and write up your results. You should complete both projects and upload your reports through cuLearn before March 20th.

International Day of Happiness Workshop Poster Assignment (Individual Assignment)

The United Nations International Day of Happiness is March 20th. On that day we will create personal happiness 'dream maps' in class. Once you have your dream map created, follow the instructions posted on cuLearn for completing the assignment.

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. A detailed description is available on the course cuLearn site. Readings/topics will be assigned during the first class.

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. On one of the final weeks in the course, we will have a poster session, where you can display and discuss the results of your research with your classmates.

SUMMARY OF MARK ALLOCATION

Individual work (50%)	Marks
- Photo essay	25
- Happiness Projects (2 @ 5 marks)	10
- International Day of Happiness Workshop Poster Assignment	15
Pairs work (15%)	
- Leading class discussion	10
- Article Summary & Critique	5
Group work (35%)	
- Research proposal	5
- Research Paper	25
- Poster	5
Total	100

Satisfactory In-term Performance

- The criteria and the standards for Satisfactory In-term Performance are as follows:
 - Minimum grade of 50% on Photo essay
 - Minimum grade of 50% on Research proposal, paper & poster (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

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: http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/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.**

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 9	- Overview of course requirements Other Ways of Studying Consumer Behaviour - Video: Why Do Fans Support Losing Teams? The TML	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 16	Central Concepts in Consumer Culture Theory	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. 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. 3. Holt, Douglas B. 1995. "How consumers consume: a typology of consumption practices." <i>Journal of Consumer Research</i> , 22 (June): 1-16.	Prof. Neilson
3 Jan 23	Narrative and Storytelling - Discussion of Photo essay assignment	1. Stern, Barbara B. 1994. "Classical and Vignette Television Advertising Dramas: Structural Models, Formal Analysis and Consumer Effects." <i>Journal of Consumer Research</i> 20 (March): 601-615. 2. Woodside, Arch G., Suresh Sood, and Kenneth E. Miller. 2008. "When Consumers and Brands Talk: Storytelling Theory and Research in Psychology and Marketing."	Prof. Neilson

		<p><i>Psychology and Marketing</i>, 25(2): 97–145.</p> <p>3. Neilson, Leighann C. and Robert Mittelman. 2012. “Ideological Outcomes of Marketing Practices: A Critical Historical Analysis of Child Sponsorship Programs.” In <i>Research in Consumer Behavior, Vol. 14</i>, edited by Russell W. Belk, Soren Askegaard and Linda Scott, 9-27. Bingley, UK: Emerald.</p>	
4 Jan 30	Photography Workshop		Hasi Eldib, Media Production Centre
5 Feb 6	Consumers’ Identity Projects	<p>1. Tian, Kelly and Russell W. Belk 2005, “Extended Self and Possessions in the Workplace.” <i>Journal of Consumer Research</i>, 32 (September): 297-310.</p> <p>2. Ahuvia, Aaron C. 2005. “Beyond the Extended Self: Loved Objects and Consumers’ Narratives. <i>Journal of Consumer Research</i> 32 (June): 171-184.</p> <p>3. Belk, Russell W. 2013. "Extended self in a digital world." <i>Journal of Consumer Research</i> 40 (October): 477-500.</p>	
6 Feb 13	Marketplace Cultures	<p>1. Schouten, John W. and James H. McAlexander. 1995. “Subcultures of Consumption: An Ethnography of the New Bikers.” <i>Journal of Consumer Research</i> 22 (June): 43-61.</p> <p>2. Sandikci, Özlem, and Güliz Ger. 2010. "Veiling in style: how does a stigmatized practice become fashionable?" <i>Journal of Consumer Research</i> 37 (June): 15-36.</p> <p>3. Goulding, Christina, Avi Shankar, Richard Elliott, and Robin Canniford. 2009. "The Marketplace Management</p>	

		of Illicit Pleasure." <i>Journal of Consumer Research</i> 35 (5): 759-771.	
7 Feb 20	Reading Week – No Classes		
8 Feb 27	Socio-Historic Patterning of Consumption	<p>1. Thompson, Craig J. 1996. "Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle." <i>Journal of Consumer Research</i> 22 (March): 388-407.</p> <p>2. McKechnie, Sally and Caroline Tynan. 2006. "Social meanings in Christmas consumption: an exploratory study of UK celebrants' consumption rituals." <i>Journal of Consumer Behaviour</i> 5: 130-144.</p> <p>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.</p>	
9 Mar 6	Mass-Mediated Marketplace Ideologies and Consumers' Interpretive Strategies	<p>1. Ritson, Mark and Richard Elliott. 1999. "The Social Uses of Advertising: An Ethnographic Study of Adolescent Advertising Audiences." <i>Journal of Consumer Research</i> 26 (December): 260-277.</p> <p>2. 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.</p> <p>3. Rose, Randall L. and Stacy L. Wood. 2005. "Paradox and Consumption of Authenticity through Reality Television." <i>Journal of Consumer Research</i>, 32 (September): 284-296.</p>	
10 Mar 13	Myth and Ritual	1. Belk, Russell W. and Janeen Arnold Costa. 1998. "The Mountain Man Myth: A Contemporary Consuming Fantasy." <i>Journal of</i>	

		<p><i>Consumer Research</i> 25 (December), 218-240.</p> <p>2. Wallendorf, Melanie and Eric J. Arnould. 1991. "‘We Gather Together’: Consumption Rituals of Thanksgiving Day." <i>Journal of Consumer Research</i> 18 (June), 13-31.</p> <p>3. Afflerback, Sara, Amanda Koontz Anthony, Shannon K. Carter and Liz Grauerholz. 2014. "Consumption Rituals in the Transition to Motherhood." <i>Gender Issues</i> 31: 1-20.</p>	
11 Mar 20	International Day of Happiness	Happiness Dream Mapping Workshop	Prof. Neilson
12 Mar 27	Conspicuous Consumption and Status	<p>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.</p> <p>2. Üstüner, Tuba and Douglas B. Holt. 2010. "Toward a Theory of Status Consumption in Less Industrialized Countries." <i>Journal of Consumer Research</i> 37 (June): 37-56.</p> <p>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.</p>	
13 Apr 3	Disposal	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 & Consumer Research</i> , 20 (3), 353-368.	

		<p>2. Cherrier, Helene and Jeff B. Murray. 2007. "Reflexive Dispossession and the Self: Constructing a Processual Theory of Identity." <i>Consumption, Markets & Culture</i> 10(1): 1-29.</p> <p>3. Maycroft, Neil (2009), "Not moving things along: hoarding, clutter and other ambiguous matter," <i>Journal of Consumer Behaviour</i>, 8 (6), 354-364.</p>	
14 Apr 10		Poster Session	
Apr 14 to 26	Final Exam Period		

ADDITIONAL INFORMATION

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, Accommodations, Etc.

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/>

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

Requests for Academic Accommodations

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two

weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2017 is November 10th, 2017.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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.

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.
 - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
-

Important Dates and Deadlines – Winter 2018 Graduate, Undergraduate and Special Students

January 2

University reopens at 8:30 a.m.

January 8

Winter term classes begin.

January 12

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 19

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 2018 and must register for the Winter 2018 term.

January 19-21, 26-28

Fall-term deferred examinations will be held.

January 31

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 grade(s) of WDN appearing on your official transcript.

February 16

April examination schedule available online.

February 19

Statutory holiday, University closed.

February 19-23

Winter Break. Classes are suspended.

March 1

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.

March 9

Last day to request formal exam accommodations for April examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

Date TBA

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 2018 course selection.

March 27

Last day for summative or final examinations 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).

March 30

Statutory holiday, University closed.

April 7

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.

April 11

Winter term ends. Last day of fall/winter and winter-term classes.

Classes follow a Friday schedule

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

April 12-13

No classes or examinations take place.

April 14-26

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

April 26

All take home examinations are due on this day.

May 11

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 Spring 2018 and must register for the Summer 2018 term.

May 18-29

Fall/winter and winter term deferred final examinations will be held.