

27623 - Consumer Sociology

Syllabus Information

Academic Year: 2019/20

Subject: 27623 - Consumer Sociology

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: First semester

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is an active participatory model where the students are the protagonists, their involvement and effort are essential for success. The course intends to foster an open and critical attitude towards the complexity of today's society. If the course is followed with these recommendations, it will be much easier to face the readings and scheduled activities.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, course information, the course syllabus, as well as other course-specific learning materials.

4.2.Learning tasks

The course (150 hours) includes the following learning tasks:

- Lectures (30 hours). Teacher's explanation with the whole group of students, where the theoretical foundations of the course will be worked through readings.
- Practice sessions (15 hours). A more practical approach to the course through exchanges of ideas, discussions, problems, cases, individual and / or group work, etc.
- Seminars (15 hours). Group work, which will be carried out in the first weeks.
- Autonomous work and study (84 hours).
- Assessment tasks (10 hours).

4.3.Syllabus

The course will address the following topics:

- Topic 1. Consumption from a sociological perspective
 - The sociological perspective
 - Consumption
 - Views on consumption
- Topic 2. From the society of work to the consumer society
 - Work as a social relationship. The society of work without employment
 - From the work ethic to the aesthetics of consumption
 - Changes in the consumer society
- Topic 3. The consumer society in Spain
 - Genesis and development of the consumer society
 - Contextual elements: globalization and the technological revolution
 - Changes and transformations in consumption
 - Sources of information on consumption
- Topic 4. Lifestyles
 - Lifestyles and social structure. Conceptual approach
 - Cultural consumption and social stratification
 - Creativity, consumption lifestyles
- Topic 5. GROUP WORK
 - The tasks of the focus group in consumer research

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources