



GRADUATE SCHOOL

GM0804 Consumption and Markets, 7.5 credits

Konsumtion och marknader, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2008-03-05 and was last revised on 2018-04-09 by Graduate School to be valid from 2018-09-03, autumn semester of 2018.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Consumption and Markets, is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Management

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Consumption and Markets, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

After completion of the course, the student shall be able to:

Knowledge and understanding

1. Describe and explain how consumer culture and practice oriented theories can be used in the study of consumption and markets.

Competence and skills

2. Demonstrate the ability to apply consumer culture and practice oriented theories in the study of consumption and markets, and theories on the role of marketing in the construction of consumption and markets.

Judgement and approach

3. Demonstrate an understanding how consumer culture and practice oriented theories can be applied in particular cases.

Course content

This course is concerned with how consumption and markets are constructed and their role in contemporary society. The course takes as a starting point the view that markets and consumption are constructed and particularly analyses the role of marketing. The purpose of the course is to provide a broad theoretical and methodological basis for exploring a variety of consumption and market phenomena.

Form of teaching

The teaching is based on lectures, group work and individual assignments.

Language of instruction: English

Assessment

The intended learning outcomes are examined by means of an individual take home exam and group assignments.

Individual assignment: Take home exam

The take home exam consists of written essays on the basis of questions provided by the lecturers that concern theories of consumption and markets and the role of marketing in the construction of consumption and market phenomena. The take home exam serves as the examination of learning outcomes 1 and 2.

Group assignments: Cases

Learning outcome 3 will be examined through written group reports on the basis of empirical cases to which theories will be applied.

The take-home exam is strictly individual and cooperation with other students is forbidden.

Students will have the possibility to complement a failed assignment.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

For Pass on the course, Pass is required on all three learning outcomes. For Pass with Distinction on the course, Pass with Distinction is required on learning outcomes 1 and 2 and Pass is required on learning outcome 3.

Course evaluation

The course will be evaluated upon completion. The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.