



GRADUATE SCHOOL

GM1124 Consumption and Markets, 7.5 credits

Konsumtion och marknader, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Graduate School on 2021-03-17 and was last revised on 2023-04-21 to be valid from 2023-08-28, autumn semester of 2023.

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

Marketing and Consumption

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

On successful completion of the course, the student will 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

Lectures, group work and individual exam.

Language of instruction: English

Assessment

Learning outcomes 1 and 2 are assessed through an exam.

Learning outcome 3 is assessed through an exam and group assignments. The group assignments are conducted through written reports on the basis of empirical cases to which theories will be applied.

The individual exam should be written individually. Collaboration concerning text, tables, figures is therefore not permitted.

A failed group assignment can be supplemented to a Pass grade.

A student who has taken two exams in a course or part of a course without obtaining a pass grade is entitled to the nomination of another examiner. The student needs to contact the department for a new examiner, preferably in writing, and this should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for

special educational support, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, the examiner may decide to allow the student to sit an adjusted exam or alternative form of assessment.

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, but no more than two years, after the course has ceased/been changed.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all examination forms. The grade (A-E) corresponds to the total score a student obtains on the group assignments (20% of final grade) and the individual exam (80% of final grade). To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%

B: 75-84%

C: 68-74%

D: 60-67%

E: 50-59%

F: $<50\%$

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.