

COURSE DESCRIPTION

Consumer Sociology and Consumer Behaviour

1. Programme:	BA in International Marketing and Relationship Management
2. Course:	Consumer Sociology and Consumer Behaviour
3. Semester:	1. semester
4. Credits:	10
5. Course coordinator:	Associate Professor Trond Blindheim
6. Number of contact hours:	The lecturer is obligated to have 50 lecture hours with the class in the classroom.
7. Prerequisites:	None required
8. Course description:	<p>The objective of the course is to arrive at an understanding of consumerism from the following angles:</p> <p>Structure of consumerism. Consumerism as purchase, use and disposal.</p> <p>History of consumerism and history of ideas.</p> <p>Relationship between goods, market, and consumer</p> <p>Consumerism as identity; as a subjective and significant phenomenon.</p> <p>The political consumerism</p> <p>Consumer's power and impotence</p> <p>Consumerism and ethics.</p>
9. Aims:	The aim of the course is to provide students with a knowledge of which internal (psychological) and external (sociological) factors govern and influence consumer behaviour, and of which social system customers and commodities are a part of. In this way, the students will be better endowed to perform as actors on the market.
10. Subject overview:	The first lecture explores the structure of consumerism, an

introduction to the history of consumerism and history of ideas (3 x 2 hours). Then the course will focus on:

Psychological viewpoints on consumer behaviour
Consumer behaviour decisions and decision-making theories

learning

wish, need and motivation

attitude and attitude change

Sociological viewpoints on consumer behaviour
norms and roles

social class and reference groups

culture and subculture

segmenting and target-group thinking

social diffusion and adoption

distinctions

Consumer community ideology

staged identities and experiences

modernity and post-modernity

risk and social change

Use and consumption

Consumerism and relations (gift theory)

Transformation of goods

Consumer structures

work community and consumer community

product classification

consumerism and gender

Consumerism and power

	<p>consumer power</p> <p>consumer impotence</p> <p>political consumerism</p> <p>Consumerism's ethical dimension</p>
11. Implementation	<p>There will be 50 hours of contact with the lecturer. This includes lectures in class, supervision (both individual and group), as well as discussions and active use of case studies/assignments. Students can expect different forms of group project and presentation of their own work.</p>
12. Assessment (mid-term and final evaluation)	<p>For the whole semester, students will work with a project assignment, individually or in two- or three-people groups. The assignment counts 40% towards the final grade. The project assignment can be carried out interdisciplinarily with other courses scheduled for the same semester, but group assignments within the subject must be an option as well. There will be one final written exam with no exam aids, counting 60% towards the final grade.</p>
13. Required reading:	<p>Thjømøe, Hans Mathias og Erik Olson: <i>Forbrukeratferd</i>. Universitetsforlaget 2001</p> <p>Blindheim, Trond, T. Ø. Jensen, F. Nyeng og K. F. Tangen: <i>Forbruk - lyst, makt, iscenesettelse eller mening?</i> Cappelen Akademisk forlag 2004</p> <p>Østerberg, Dag: <i>Sosiologiens nøkkelbegreper</i>. 6. utgave 2003. Oslo: Cappelen Akademisk forlag.</p> <p>Sørensen, Mads P.: <i>Den politiske forbruger</i>. Hans Reitzels forlag. Danmark 2004</p>
14. Recommended literature:	<p>Dahl, Henrik: <i>Hvis din nabo var en bil</i>. København: Akademisk forlag 1987</p> <p>Miller, D.: <i>A Theory of Shopping</i>. Polity Press 1998</p> <p>Sætrang, Gunnar og Trond Blindheim: <i>På talefot med forbrukeren</i>. Oslo: NKS forlag 1991.</p> <p>Solomon, M., G. Bamossy og S. Askegaard: <i>Consumer behavior - An European Perspective</i>. Prentice Hall 2000</p>

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