



## COURSE DESCRIPTION

### FBR1100 Consumer Behaviour and Consumer Sociology

1. Degree	Bachelor of Marketing and Internationalization Strategies Bachelor of Advertising and Brand Management
2. Year/semester	1st year – 1st semester
3. Credits	10
4. Course instructor	Associate Professor Runar Døving
5. Contact hours	50 hours
6. Prerequisites	General study qualifications
7. Learning goals	<p>The intention of the course is to provide students with answers to the question of which internal (psychological) and external (sociological) factors control and influence the behaviour of consumers; and to define the social systems associated with consumption and goods. With this understanding, students will be better equipped to work as participants in the marketplace.</p> <p>The course's professional goal is to understand consumption from the following viewpoints:</p> <ol style="list-style-type: none"><li>1 The structure of consumption. Consumption as purchase, use and disposal.</li><li>2 The history and "history of ideas" regarding consumption.</li><li>3 The relationship between goods, market and consumer.</li><li>4 Consumption as identity; as a subjective and declarative phenomenon.</li><li>5 Political consumption.</li><li>6 Consumer power and consumer impotence.</li><li>7 Consumption and ethics.</li></ol>
8. Course contents	<p>The introductory lectures in the course will address the structure of consumption and will include an introduction to its history and "history of ideas" (3 x 2 hours). Subsequently, the course will concentrate on:</p>

	<p>Psychological perspectives on consumer behaviour</p> <ul style="list-style-type: none"> <li>- The decisions in consumer behaviour, decision theory</li> <li>- Learning</li> <li>- Desire, needs and motivation</li> <li>- Attitudes and attitude modification</li> </ul> <p>Sociological viewpoints on consumer behaviour</p> <ul style="list-style-type: none"> <li>- Norms and roles</li> <li>- Social classes and reference groups</li> <li>- Cultures and subcultures</li> <li>- Segmentation and target-group approaches</li> <li>- Social diffusion and adoption</li> <li>- Distinctions</li> </ul> <p>The ideology of consumer society</p> <ul style="list-style-type: none"> <li>- Staged identity and experiences</li> <li>- Modernity and post-modernity</li> <li>- Risk and social change</li> </ul> <p>Use and consumption</p> <ul style="list-style-type: none"> <li>- Use and relationships (gift theory)</li> <li>- Transformation of goods</li> <li>- Diffusion</li> </ul> <p>The structures of consumption</p> <ul style="list-style-type: none"> <li>- Worker society and consumer society</li> <li>- Product classification</li> <li>- Consumption and gender</li> </ul> <p>Consumption and power</p> <ul style="list-style-type: none"> <li>- Consumer power</li> <li>- Market power</li> <li>- Consumer impotence</li> <li>- Political consumption</li> </ul> <p>The ethical aspects of consumption</p>
<p>9. Methods of instruction</p>	<p>Lectures in class, and supervision individually and in groups. The course (50 contact hours) will also include discussions and active use of cases/assignments both individually and in groups. Various</p>

	group projects and presentations of the students' own work is also included.
10. Assessment	<p>The group project assignment (max. 3 students), which students will work on throughout the semester, counts for 40% of the course grade. The project assignment will be integrated with other courses that are included in the degree programme, and which are taught during the same semester.</p> <p>Individual 3-hour written examination without exam aids counts 60% of the final grade.</p>
11. Course syllabus	<p>Døving, Runar. 2007. <i>Merkevarer: 45 korreksjoner</i>. Oslo: Cappelen. ISBN: 978-82-02-27500-6. Pages: 120. Price: 298,-.</p> <p>———, red. 2008. <i>Kompendium: forbrukeratferd og forbrukersosiologi</i>. Oslo: Markedshøyskolen Campus Kristiania. Pages: ?</p> <p>Knudsen, Morten William, og Gerhard Emil Schjelderup. 2007. <i>Forbrukersosiologi: makt, tegn og mening i forbrukersamfunnet</i>. Oslo: Cappelen akademisk. ISBN: 978-82-02-26798-8. Pages: 400. Price: 498,-.</p> <p>Sætrang, Gunnar, og Trond Blindheim. 1991. <i>På talefot med forbrukeren: 13 leksjoner i forbrukeratferd</i>. Oslo: NKS-forlaget. ISBN: 82-508-1273-5. Pages: 200. (Trykket som kompendium for Markedshøyskolen Campus Kristiania etter avtale med forlaget)</p> <p><b><i>Compendium: Consumer Behaviour and Consumer Sociology (Kompendium: forbrukeratferd og forbrukersosiologi) includes:</i></b></p> <p>Appadurai, Arjun. 1986. Introduction: commodities and the politics of value. I <i>The social life of things: commodities in cultural perspective</i>, edited by A. Appadurai. Cambridge: Cambridge University Press. Pages: 60.</p> <p>Døving, Runar. 2003. Folk spiser fortsatt kjøttkaker. I <i>Rype med lettøl: en antropologi fra Norge</i>. Oslo: Pax. Pages: ?</p> <p>———. 2003. Kaffe enklere enn vann. I <i>Rype med lettøl: en antropologi fra Norge</i>. Oslo: Pax. Pages: ?</p> <p>Shove, Elizabeth, og Mika Pantzar. 2005. Consumers, Producers and Practices: Understanding the Invention and Reinvention of Nordic Walking. <i>Journal of Consumer</i></p>

	<i>Culture</i> 5 (1):43. Pages: 23.
12. Recommended reading	<p>Dahl, Henrik. 2005. <i>Hvis din nabo var en bil</i>. 2. udg. København: Akademisk Forlag. ISBN: 978-87-500-3883-2. Pages: 204. Price: 148,-.</p> <p>Kopytoff, Igor. 1986. The Cultural Biography of Things: Commodization as Process. I <i>The Social Life of Things: Commodities in Cultural Perspective</i>, A. Appadurai (ed). Cambridge: Cambridge University Press. Pages: 21.</p> <p>Miller, Daniel. 1998. <i>A Theory of Shopping</i>. Cambridge: Polity Press. ISBN: 0-8014-8551-7. Pages: 180. Price: 225,-.</p> <p>Solomon, Michael. 2006. <i>Consumer Behaviour: a European Perspective</i>. 3rd ed. Harlow: Prentice Hall. ISBN: 0-273-68752-2. Pages: 701. Price: c. 1000,-.</p> <p>Østerberg, Dag. 2003. <i>Sosiologiens nøkkelbegreper og deres opprinnelse</i>. 6. utg. Oslo: Cappelen akademisk. ISBN: 978-82-02-22631-2. Pages: 176. Price: 245,-.</p>