



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"> 1 The structure of consumption. Consumption as purchase, use and disposal. 2 The history and “history of ideas” regarding consumption. 3 The relationship between goods, market and consumer. 4 Consumption as identity; as a subjective and declarative phenomenon. 5 Political consumption. 6 Consumer power and consumer impotence. 7 Consumption and ethics.
8. Course contents	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>Psychological perspectives on consumer behaviour</p> <ul style="list-style-type: none"> - The decisions in consumer behaviour, decision theory - Learning - Desire, needs and motivation - Attitudes and attitude modification <p>Sociological viewpoints on consumer behaviour</p> <ul style="list-style-type: none"> - Norms and roles - Social classes and reference groups - Cultures and subcultures - Segmentation and target-group approaches - Social diffusion and adoption - Distinctions <p>The ideology of consumer society</p> <ul style="list-style-type: none"> - Staged identity and experiences - Modernity and post-modernity - Risk and social change <p>Use and consumption</p> <ul style="list-style-type: none"> - Use and relationships (gift theory) - Transformation of goods - Diffusion <p>The structures of consumption</p> <ul style="list-style-type: none"> - Worker society and consumer society - Product classification - Consumption and gender <p>Consumption and power</p> <ul style="list-style-type: none"> - Consumer power - Market power - Consumer impotence - Political consumption <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. (223 p) Price: 338,-.</p> <p>———, red. 2008. <i>Kompendium: forbrukeratferd og forbrukersosiologi</i>. Oslo: Markedshøyskolen Campus Kristiania. (100 p) Price: ca 100,-</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. (442 p) 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. (217 p) Price: ca 200,- (Trykket som kompendium for Markedshøyskolen Campus Kristiania etter avtale med forlaget)</p> <p><i>Compendium: Consumer Behaviour and Consumer Sociology (Kompendium: forbrukeratferd og forbrukersosiologi) includes:</i></p> <p>Appadurai, Arjun. 1986. Introduction: commodities and the politics of value. I <i>The social life of things: commodities in cultural perspective</i>, A. Appadurai (red). Cambridge: Cambridge University Press. (60 p)</p> <p>Døving, Runar. 2003. Kaffe enklere enn vann. I <i>Rype med lettøl: en antropologi fra Norge</i>. Oslo: Pax. Sider: (17 p)</p> <p>Shove, Elizabeth, og Mika Pantzar. 2005. Consumers, Producers and Practices: Understanding the invention and reinvention of Nordic walking. <i>Journal of Consumer Culture</i> 5 (1):43-64.</p>
12. Recommended reading	Dahl, Henrik. 2005. <i>Hvis din nabo var en bil</i> . 2. udg. København: Akademisk Forlag. ISBN: 978-87-500-3883-2.

	<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 (red). Cambridge: Cambridge University Press. p 64-94.</p> <p>Miller, Daniel. 1998. <i>A theory of shopping</i>. Cambridge: Polity Press. ISBN: 0-8014-8551-7.</p> <p>Solomon, Michael. 2006. <i>Consumer behaviour: a European perspective</i>. 3rd ed. Harlow: Prentice Hall. ISBN: 0-273-68752-2.</p> <p>Østerberg, Dag. 2003. <i>Sosiologiens nøkkelbegreper og deres opprinnelse</i>. 6. utg. Oslo: Cappelen akademisk. ISBN: 978-82-02-22631-2.</p>
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