

27623 - Consumer Sociology

Syllabus Information

Academic Year: 2020/21

Subject: 27623 - Consumer Sociology

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 3

Semester: First semester

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process that has been designed for this subject is based on the following:

In the intervention model that is developed, the students themselves are the protagonists, their involvement and their effort are essential for success. Therefore, we intend to promote an open and critical attitude towards the complexity of today's society. If the program is followed with these recommendations, it will be much easier to face the programmed readings and activities.

The learning process is active. This is the main methodological principle on which we base ourselves. The teacher will provide different elements to facilitate the learning, among them the ADD. The detailed programming of the learning activities will be provided taking into account the framework in which the teaching of each group takes place: calendar, classrooms, schedules, groups, number of students per group, teacher's teaching load, etc.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

4.2.Learning tasks

The teaching activities "Master Classes" will basically consist of lectures with the group as a whole, where the theoretical foundations of the subject will be exposed and worked on mainly through

readings that will be the content to learn and understand.

The teaching activities "Practical Seminars - Group Work" will consist of group work, which will be carried out in the first few weeks.

Finally, the teaching activities "Practical classroom work" will involve a more practical approach to the subject, through exchanges of ideas, debates, problems, cases, individual and/or group work...

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3.Syllabus

The course will address the following topics:

- Topic 1. Consumption from a sociological perspective
 - The sociological perspective
 - Consumption
 - Views on consumption
- Topic 2. From the society of work to the consumer society
 - Work as a social relationship. The society of work without employment
 - From the work ethic to the aesthetics of consumption
 - Changes in the consumer society
- Topic 3. The consumer society in Spain
 - Genesis and development of the consumer society
 - Contextual elements: globalization and the technological revolution
 - Changes and transformations in consumption
 - Sources of information on consumption
- Topic 4. Lifestyles
 - Lifestyles and social structure. Conceptual approach
 - Cultural consumption and social stratification
 - Creativity, consumption lifestyles
- Topic 5. GROUP WORK
 - The tasks of the focus group in consumer research

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources