

27623 - Consumer Sociology

Syllabus Information

Academic year: 2023/24

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

The subject and its expected results respond to the general approaches and goals indicated in the plan of studies of the degree in the plan of studies of the Degree in Marketing and Market Research:

O1: To train professionals in marketing and market research with an economic-business base and with a professional ethic that guarantees the fundamental rights and equal opportunities between men and women, the principles of equal opportunities and universal accessibility for people with disabilities and the values of a culture of peace and democratic values.

G2: To provide theoretical and practical training to enable graduates to: identify market opportunities and customer needs, anticipate changes in the environment and determine marketing and market research strategies and actions.

G3: To train professionals capable of participating in decision making and in the design, planning, execution and control of marketing strategies of companies that manufacture, distribute and/or market goods and/or services, as well as of any public or private institution.

G4: To train in the use of marketing and market research tools necessary for organizations. A competency has an infinite development perspective, therefore, each subject develops part of the resources necessary for training in various competencies.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement. Goal 4: Quality Education.

Goal 5: Gender Equality.

Goal 8: Decent Work and Economic Growth

Goal 10: Reduction of Inequalities

Goal 12: Responsible Production and Consumption

2. Learning results

R1.- Explain from a sociological perspective the role of consumption in advanced capitalist societies.

R2.- Identify the specific features of the consumer society in Spain.

R3.- Describe the changes produced in the transformation from production capitalism to consumer capitalism.

R4.- Recognize and evaluate the influence of consumption in the construction of lifestyles.

R5.- Examine fashion and brands.

R6.- Design and apply a focus group in a consumer analysis.

3. Syllabus

UNIT 1: Consumption from a sociological perspective

The sociological perspective

Consumption

Perspectives on consumption

UNIT 2: From the labor society to the consumer society

Work as a social relationship. The jobless work society.

From work ethic to consumer aesthetics.

Changes in the consumer society.

UNIT 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 consumer information

UNIT 4: Lifestyles

Lifestyles and social structure. Conceptual approach

Cultural consumption and social stratification

Creativity, lifestyles and consumption

4. Academic activities

6 ECTS = 150 hours

Master class. 30 hours

Practical seminars for research work: 15 hours

Classroom practices: 15 hours

Student's autonomous work: 84 hours

Testing: 10 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

Students must demonstrate that they have achieved the intended learning outcomes by means of the following assessment activities

In FIRST CALL: Two systems are proposed: Continuous and Global.

Continuous assessment:

(A) A CONTINUOUS evaluation system is established for those students who so wish. Three activities from evaluation:

- WRITTEN TEST: (5 points) A written test of short questions on basic and fundamental contents of the subject.
- GROUP WORK - (4 points) This is a research work on consumption from a sociological perspective through focus groups through discussion groups.
- CLASSROOM PRACTICES (1 point) Critical analysis of studies and texts on the sociology of consumption

To pass the subject in the continuous assessment mode, two conditions are necessary: a) to obtain more than 5 points in the total grade, and b) to obtain at least 50% of the maximum possible grade in each of the activities (written tests, group work and practical work in the classroom).

Global Assessment

(B) Consisting of a written test out of 10 points. It will consist of two parts:

1. THEORETICAL PART (5 points): short questions on the contents seen in the subject syllabus.
2. PRACTICAL PART (5 points): questions related to the most practical aspects of the subject

At least 2.5 points in each part of the exam is required to pass the subject. This test will be held on the date established by the Center.

SECOND CALL: The evaluation system is global, as described in the previous section.

Assessment Criteria

In both the written tests and the practical tests in the classroom, the following will be assessed: the correctness of the presentation of the subject, the internal coherence of the answers, the capacity for reasoning and expression, the creativity in proposing solutions, the capacity to apply theoretical knowledge in practice.