



LUND
UNIVERSITY

Faculty of Social Sciences

SMMV31, Consumer Culture, 7.5 credits

Konsumtionskultur, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2020-01-29 to be valid from 2020-08-31, autumn semester 2020.

General Information

The course is offered as an elective component of the Master of Science (120 credits) programme in Service Management and as a freestanding course in social sciences. The course may be included in a Master's degree of 60 or 120 credits.

Language of instruction: English

Main field of studies

Service Management

Depth of study relative to the degree requirements

A1F, Second cycle, has second-cycle course/s as entry requirements

Learning outcomes

For a Pass on the course, the students shall be able to

Knowledge and understanding

- demonstrate knowledge and understanding of key concepts, theories and models within the research area of consumer culture
- demonstrate knowledge and understanding of the emergence of consumer culture as a phenomenon and research area

Competence and skills

- use concepts of consumer culture research to interrogate and analyse different consumption phenomena

- independently write a literature review on a theme or concept within the research area of consumer culture

Judgement and approach

- critically discuss and assess different consumption phenomena

Course content

The course consists of four parts:

The first part introduces consumer culture as field and research area and presents key concepts.

The second part deals with consumer culture and globalisation.

The third part addresses the digitalisation of consumer culture.

The fourth part focuses on the political dimension of consumer culture.

Course design

The teaching consists of lectures and seminars.

Unless there are valid reasons to the contrary, participation in seminars is compulsory. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties relating to elected office, e.g as a student representative.

Assessment

The assessment is based on

seminars and seminar assignments (3.0 credits).

individual written assignments (4.5 credits).

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E, the student has demonstrated acceptable results. For the grade of D, the student has demonstrated satisfactory results. For the grade of C, the student has demonstrated good results. For the grade of B, the student has demonstrated very good results. For the grade A, the student has demonstrated excellent results. For the grade of Fail, the student has demonstrated unacceptable results.

For the grade of Pass, the student must have been awarded at least the grade of E for all assessed components. Students who do not meet this requirement are graded Fail.

Module code 2001 is exempted from the grading scale above. The grade for this module code is Pass or Fail.

For the grade of Pass on the course as a whole, the student must have been awarded at least the grade of E for module code 2002 and the grade of Pass for module code 2001.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

Entry requirements

To be admitted to the course, the student must have completed at least 45 credits within the Master of Science (120 credits) programme in Service Management prior to the third semester of the programme, 7.5 credits of which must be from the introductory course of the programme and 7.5 credits from the introductory course specific to the student's specialisation.

Subcourses in SMMV31, Consumer Culture

Applies from H20

- 2001 Seminars, 3,0 hp
Grading scale: Fail, Pass
- 2002 Individual written assignment, 4,5 hp
Grading scale: Fail, E, D, C, B, A