



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMX31, Consumer Culture, 7.5 credits** *Konsumtionskultur, 7,5 högskolepoäng* Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2021-02-17 and was last revised on 2022-12-12. The revised syllabus applies from 2023-08-28, autumn semester 2023.

### **General Information**

The course is offered as an elective component in the Master's (120 credits) programme in Service Management (SASMA) 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*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

For a grade of Pass on the course, the student shall be able to

#### **Knowledge and understanding**

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

#### **Competence and skills**

- demonstrate the ability to problematise and analyse different consumption phenomena based on key consumer culture theoretical concepts and
- independently write a literature review on a theme or concept in the research area of consumer culture

## Judgement and approach

- critically discuss and evaluate different consumption phenomena

## Course content

The course consists of four parts:

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

The second, third and fourth part covers consumer culture in relation to three topical themes.

## 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 assignment (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 on the basis of the learning outcomes for 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 of 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 receive the grade of Fail.

Module code 2101 is an exception to the grading scale above. The grades for this module are Pass or Fail.

A grade of Pass for the whole course requires the student to obtain at least the grade of E on module code 2102 and the grade of Pass on module code 2101.

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**

Bachelor's degree that includes at least 180 credits, of which at least 90 credits or equivalent in social sciences, business administration or equivalent. English 6/English B.

### **Further information**

The course may not be included in a qualification together with SMMV31 Consumer Culture (7.5 credits).

## Subcourses in SMMX31, Consumer Culture

Applies from H21

- 2101 Seminars, 3,0 hp  
Grading scale: Fail, Pass
- 2102 Individual written assignment, 4,5 hp  
Grading scale: Fail, E, D, C, B, A