

# Syllabus

## [Course title]

- **Instructor:** Dr. Melinda Papp [pappmel@gmail.com](mailto:pappmel@gmail.com)
- **Credits:** 2 credits
- **Term:** 2017-2018 spring
- **Course level:** PhD
- **Prerequisites:** ...

### Course description

This course aims at offering an introduction to qualitative market research and methodology with a special focus on consumer research and consumer behavior. Topics such as consumption, consumer culture theory and consumer behavior will be discussed. Participants will work with the academic literature dealing with the theories of consumer behavior and consumer culture. They will be introduced to the methodology through case studies in a comparative context, and will develop own case studies and collect data. The second theme of the course, qualitative market research will introduce participants to the leading methodological approaches in qualitative market research. The course will help participants to gain an overview of the theoretical bases of consumer research and of the advanced trends in consumer behavior studies. Furthermore, the course will contribute to the understanding of the complexity of forces that shape contemporary marketplace and consumer culture in the global consumer society.

### Learning outcomes

- Learn the terminology and definitions within the field of consumer behavior and consumer culture theory
- Gain an insight into the interplay between the marketplace and modern consumer
- Learn about cultural complexity of consumer behavior contexts in a global and comparative perspective
- Learn about qualitative market research methods and their applicability
- Become acquainted with a number of case studies from diverse cultural and economic contexts
- Learn to work with theories and how to apply them
- Learn to develop methodologies applicable to their own PhD research

### Reading list

*Marketing Research Methodological Foundations* (Dawn Iacobucci and Gilbert A. Churchill)

Miller, Daniel. 2008. "So, what's wrong with consumerism?" *RSA Journal*, Vol. 154. No. 5534. Pp. 44-47.  
 Trigg, Andrew B. 2001. "Veblen, Bourdieu and conspicuous consumption." *Journal of Economic Issues*. 35(1). Pp.99-113.

G. McCracken 1986 "Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods." *Journal of Consumer Research* 13.

Belk, Russell. 1988. "Possessions and the Extended Self." *J. Cons. Res.* 15

### Assessment

- Development of a research project connected to the topics discussed during the course
- Critical presentation of the assignments agreed during the course

### Course schedule and materials for each session

<p><b>Session 1</b></p>	<p><b>Introductory lesson: Terminology and Definitions</b></p> <p><b>Topics:</b> theories on consumption, phenomenon of consumerism, history of scholarship, <b>Methods:</b> lecture and seminar</p> <p><b>Readings:</b>          Miller, Daniel. 2008. "So, what's wrong with consumerism?" <i>RSA Journal</i>, Vol. 154. No. 5534. Pp. 44-47.          Trigg, Andrew B. 2001. "Veblen, Bourdieu and conspicuous consumption." <i>Journal of Economic Issues</i>. 35(1). Pp.99-113.          G. McCracken 1986 "Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods." <i>Journal of Consumer Research</i> 13.</p>
<p><b>Session 2</b></p>	<p><b>Consumer Culture Theory (CCT) I.</b></p> <p><b>Topics:</b> Theoretical foundations of CCT</p> <p><b>Methods:</b> lecture, seminar</p> <p><b>Readings:</b>          Holt, Douglas B. 2002 "Why do brands cause trouble? A dialectical theory of consumer culture and branding." <i>Journal of Consumer Research</i> 29          Belk, Russell. 1988. "Possessions and the Extended Self." <i>J. Cons. Res.</i> 15          Thompson, Tambyah. 1999. "Trying to be Cosmopolitan." <i>J. Cons. Res.</i> 26</p>
<p><b>Session 3</b></p>	<p><b>Consumer Culture Theory (CCT) II.</b></p>

	<p><b>Topics:</b> Methodologies implemented by consumer culture theory</p> <p><b>Methods:</b> lecture, seminar</p> <p><b>Readings:</b>  Coulter et al. 2003. "The origins of involvement and brand commitment: Insights from postsocialist Central Europe" J.C.R. 30</p> <p>Muniz, O'Guinn 2000. "Brand communities" J.C.R. 27</p> <p>Muniz, Schau (2005). Religiosity in the abandoned Apple Newton Brand Community" J.C.R. 31  Sherry, Camargo 1987. May your life be marvelous: English language labeling and the semiotics of Japanese promotion." J.C.R. 14</p> <p>Sherry, Schouten 2002. "A role for poetry in consumer research". J.C.R. 29</p>
<p><b>Session 4</b></p>	<p><b>'Irrational' consumption, Case studies</b></p> <p><b>Topics:</b> rational and irrational consumer behavior, mass-mediated marketplace ideologies</p> <p><b>Readings:</b>  Belk, Pollay. 1985. "Images of ourselves: The Good Life in twentieth century advertising." JCR 11</p> <p>Ritson, Elliott.1999. "The social uses of advertising: An ethnographic study of adolescent advertising audiences." JCR 26</p> <p>Dobscha, Ozanne.2001. "An ecofeminist analysis of environmentally sensitive women using qualitative methodology: The emancipatory potential of an ecological life." Journal of Public Policy and Marketing 20</p> <p>Kozinets. 2001. "Utopian enterprise: Articulating the meaning of Start Trek's culture of consumption." JCR 28.</p>
<p><b>Session 5</b></p>	<p><b>Introduction to qualitative market research, Case studies</b></p> <p><b>Topics:</b> Definitions and terminology, Marketing and advertising, Scopes, purpose and tools</p> <p><b>Readings:</b>  <b>Manual</b></p> <p><i>Marketing Research Methodological Foundations</i> (Dawn Iacobucci and Gilbert A. Churchill)</p> <p><b>Other Readings</b></p> <p>Miller, Daniel. 1995. "Consumption as the vanguard of history. A polemic by way of introduction." In <i>Acknowledging Consumption</i>, Miller ed.</p> <p><b>Methods:</b> lecture, seminar</p>

<b>Session 6</b>	<p><b>Research plan and Case studies</b></p> <p><b>Topics:</b> designing a research plan, methodology, primary and secondary data</p> <p><b>Methods:</b> lecture, guest speaker</p> <p><b>Readings:</b></p> <p><i>Marketing Research Methodological Foundations</i> (Dawn Iacobucci and Gilbert A. Churchill)</p>
<b>Session 7</b>	<p><b>Data sources, research report</b></p> <p><b>Topics:</b> data collection methods, exploratory research, analysis of cases, research report structure</p> <p><b>Methods:</b> lecture, seminar</p> <p><b>Readings:</b></p> <p><i>Marketing Research Methodological Foundations</i> (Dawn Iacobucci and Gilbert A. Churchill)</p>
<b>Session 8</b>	<p><b>Presentation of individual projects and final assignments</b></p> <p>The projects assignment details will be given during the course.</p>