



**Phd Course –
Consumer Culture Theory: Foundations, Frontiers and Application, Solution
(7,5 ECTS)
September – October 2023**

The course is supported by Nordic Academy of Management.
The course is hosted, planned and managed by Stockholm University, Stockholm Business School.
Core faculty and instructors belong to other NFF members Universities such as, Copenhagen Business School, Nord University, Lund University and University of Vaasa

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Aim of the course

The aim of course is to introduce early-stage doctoral students in marketing and business studies to the field of Consumer Culture Theory (CCT). Over the last couple of decades CCT has established itself as one of the core areas within Consumer Research and Marketing. It is not limited to this area, however, as CCT scholars are not only publishing within marketing but also within organization studies, critical management studies, sociology, and political philosophy.

CCT is a heterogenous research domain including alternative approaches, theories and methods in order to understand marketing and consumption phenomena, as well as the creation and emergence of markets. Furthermore, CCT gives fresh, theoretical perspectives on many of the large challenges societies are struggling with in the world—climate change, immigration, political polarization and global pandemics—challenges that future business leaders must understand.

CCT is inspired by theoretical perspectives from the social sciences and humanities more broadly, such as anthropology, sociology and cultural studies. Within CCT these perspectives are applied to critically assess issues such as the creation of businesses and markets, marketing communication, trend research and consumer-driven innovation, but also to gain mature reflections upon the role of businesses in the world and consumer society.

Duration and Timing of the Course

The Consumer Culture Theory: Foundations, Frontiers and Application will be offered in hybrid form with some digital moments (via Zoom) and some physical moments (at Stockholm University) over a period of two months (September and October) in the autumn of 2023. The course NFF sponsored course hosted by Stockholm University- Stockholm Business School in collaboration with researchers from Lund University, Copenhagen Business School, Nord University, University of Vaasa

Learning objectives

The overall aim of the course is to introduce students to the field of Consumer Culture Theory and provide them with alternative perspectives to mainstream marketing management.

Upon completion of the course, students should be able to:

Knowledge and understanding

1. Acquire and be able show a thorough historical understanding of the genealogical emergence of CCT;
2. Acquire and be able to show a thorough knowledge and understanding of the perspectives, theories, concepts, and methods that shape the field of CCT;
3. Acquire and be able to show an understanding of the sociohistoric underpinnings of consumer culture, marketing and consumption patterns and phenomena
4. Acquire and be able to critically analyze historical and present marketing and consumer trends issues and trends.
5. Acquire and be able to show a thorough knowledge of different means of investigation and representation particular of CCT scholarship

Skills and abilities

6. Follow the development within the CCT research field through journal articles and research-oriented books as well as the more popular press.
7. Critically assess the usage of CCT concepts, theory and methods in order to tackle practical problems as well as manage a more extensive project.
8. Translate abstract understandings of CCT into more concrete marketing and consumer critical insights to be included into own studies
9. Show an ability to produce communication which engages with issues, debates and problems in the CCT research field both orally and in writing.

Judgement and approach

10. Select and evaluate different theories, approaches and methods in relation to specific, theoretical as well as empirical issues.

Learning materials

The course is structured as a combination of lectures, seminar discussions, workshops, student presentations, and written assignments. The language of instruction and examination is English. Before the first course meeting, each participant should deliver a short thesis idea paper (approx. 1,000 words) outlining the main research topic/idea/context of the dissertation (or article). Year of enrollment in the PhD program should also be indicated. The course mainly targets first (and second) year doctoral students, but senior doctoral students are also welcome.

The (preliminary) reading list is composed of one books that introduce theoretical topics, empirical sites and methodologies specifically focusing on the Nordic dimension. These will be be complemented with a specific series of articles related to each specific module (to be communicated ahead of the course start)

Book:

Askegaard, S., & Östberg, J. (eds.).(2019). *Nordic Consumer Culture: State, Market and Consumers*. London, UK: Palgrave Macmillan.

Statement of learning activities and teaching methods

The course is structured on different modules aiming to unpack the:

1. *Foundations* – refers to the historical and contextual dimension of the emergence of CCT as research domain,
2. *Frontiers* – refers to the contemporary development of the CCT as expanding field of research
3. *Applications* – refers to the usage and usefulness of CCT as an academic field/paradigm in which one can conduct research
4. *Solutions* – refers to the future development of CCT and the possibly to write one’s entire phd thesis or one or several articles.

The course presents different facets of CCT by offering an intellectually challenging journey through the modern history of consumption and production, into the present, and further on into possible futures.

The course outlines CCT in a broad manner which allows all doctoral students – regardless of whether they want to focus on CCT or not in their own PhD work – benefits of knowing more about CCT scholarship. Via the presentation of the different types of critical insights that CCT can highlight, the course will allow each participant to critically reflect on contemporary, local and global business and consumer trends and the way in which sociocultural and anthropological insight can project a more (at least compared from mainstream business management literature) historically-bound, equal and sustainable marketing and consumer culture.

The course adopts a maieutic and dialogical approach which requires intellectual conversation and discussion, in order for the theories, approaches and methods to come alive and be internally absorbed by the participant. Recognizing this is problematic in a digital context, the course will offer a mix digital and physical lectures, seminars and workshops to open up different arenas for interaction. Active participation and careful pre-reading is crucial for the maximization of the course.

In term of schedule the first and second module *Foundation* and *Solutions* will be all fully online/digital while the second and third module, namely *Frontiers* and *Application* will be physical (at Stockholm University) under an intensive week. The mix between intensive and extensive period is a pivotal change in this second version of the course which attempt to offer a more interactive arena for learning

Assessment

Instruction takes place primarily through lectures and seminars and workshops. The structure of the course requires regular attendance and ongoing participation.

The course assessment consist of active participation, oral presentations and the production of two written reports;

1. A diary (3000 words) where each student should reflect on how to use/not use CCT in his/her own studies and
2. A manuscript (e.g., a tentative chapter from the thesis or a section of an article) where CCT is applied in relation to the thesis project.

The two final written reports along with all the other activities generate the final grade for the course with is PASS/FAIL

Course plan, describing the schedule of every course day, and expected involvement by the students.

The course consists of four different parts/modules

- 1) Foundations (i.e. historical and contextual) dimension of the emergence of CCT as a research domain, (digital via Zoom)
- 2) Frontiers (i.e. contemporary development) of CCT as an expanding field of research (physical at Stockholm University – intensive first part of the week)
- 3) Applications (i.e. usage and usefulness) of CCT as an “academic house”. research (physical at Stockholm University- intensive second part of the week)
- 4) Solutions on writing in CCT and final seminar/workshop where the contents of the entire course is discussed in relation to the PhD students’ own work (digital via Zoom)

The Modules will be evenly distributed two months – September and October 2023 – with the Module 2 and 3 (frontiers and application displaced in an intensive week) This will give student that time to read and prepare before module 2 and 3 (the most interactive one) and to reflect on the application based on their own doctoral project (module 4) .

Module 1) Foundations (digital)

7/9 10-12 Lecture 1: Genealogy (History) of CCT and its foundations

13/9 10-12 Lecture 2: Ideological debates and philosophical underpinnings of CCT

----- Start of Intensive week in Stockholm-----

2/10 12-15 Kick off intensive week-students get to engage in discussing the foundations of CCT (foundation) and reflect on own project-

Module 2) Frontiers

2/10 15-17 Lecture 3: CCT as theory, ontology and epistemology -

3/10 10-12 Lecture 4: CCT in contemporary marketing and adjacent disciplines -

3/10 13-16 , Workshop on frontiers of CCT and how it has potential to further contribute to interdisciplinary in own research endeavor-

Module 3) Application

4/10 10-12 Lecture 5: CCT as critical and emancipatory research approach/agenda

4/10 13-15 Lecture 6: CCT and methodological reflexivity

5/10 9-12 Workshop on application of CCT and how it has potential to further contribute to interdisciplinary research endeavors

-----End of Intensive Week in Stockholm-----

Module 4) Solutions (digital)

10/10 10-12 Lecture 7: Terminal Marketing

13/10 10-12 Lecture 8: Wring CCT as outcome of research endeavors

25/10 9-12 Final Workshop- students get to engage in discussing the main core issues presented during the course will have the opportunity to reflect received feedback on the final assignments

Application

To apply, send your application to Helene Olofsson at helene.olofsson@sbs.su.se by August 28th, 2023.

The application should include a short description of your research/ thesis idea paper and why the course is relevant to your studies (max 100 words) outlining the main research topic/idea/context of the dissertation (or article). Year of enrollment in the PhD program should also be indicated. The course mainly targets first (and second) year doctoral students, but senior doctoral students are also welcome.

A maximum of 15 doctoral students will be accepted to take part in the course. If the number of applicants exceeds 15, doctoral students from NFF member institutions take priority (check whether your institution is a NFF member here: <https://nordicacademy.hi.is/members/>).