# Sociology of Consumption (Degree in Business Management and Consulting)

## Prof. Cecilia Manzo

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the key concepts to analyse and interpret, from a sociological perspective, consumption behaviours within contemporary societies. In particular, it will explore the main theoretical and methodological contributions given by the sociology of consumption, with a focus on the most recent trends, such as sustainability and consumptions through digital platforms.

At the end of the course, students will be able to:

* understand and use the terminology of this subject
* identify the main theoretical contributions of the sociology of consumption and the methodological approaches used in this field
* carry out a critical analysis of the main theories and sociological researches on consumption
* apply their newly acquired knowledge to the interpretation of consumption phenomena and trends within our society.
* define a social research plan for the phenomena under analysis.

***COURSE CONTENT***

The syllabus is divided into 6 modules:

1. Theoretical schools

2. Contemporary interpretive approaches

3. Social research methods and techniques

4. Media consumption.

5. Digital platforms.

6. Sustainable consumptions

***READING LIST***

Teaching materials will be made available through Blackboard.

***TEACHING METHOD***

This blended course includes face-to-face activities ~~(50%)~~ and distance activities ~~(50%)~~. Distance activities include video lectures (asynchronous), practical webinars and live feedback (conducted synchronously via webconference).

Intensive use of interactive contextualisation lessons, case analyses and workshops is scheduled. The detailed syllabus will be communicated on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

*Ongoing assessment*

For students who choose a progressive assessment *in itinere*: 50% of the assessment will result from a written test (30%) and a group work (20%), to be taken during the course. Further information will be made available on Blackboard. The other 50% of the assessment, instead, will be determined through a final test.The final test may only be taken following a positive assessment of the tests assigned during the course. In order to pass the exam, the final test (to be taken on just one of the 3 exam dates following the end of the course) must be passed.

*Single summative assessment*

Students who opt for a single assessment during the exam session will sit a written test on parts 1, 2 and 3 of the course for 50% of their assessment, and an oral test on parts 4, 5 and 6 of the course for the remaining 50%.

***NOTES AND PREREQUISITES***

*Preliminary knowledge*

Being this course a specialist course, it is assumed that students possess some preliminary knowledge on conceptual and analytical sociological categories in order to develop a consistent and homogeneous teaching process within the classroom. Students who lack such preliminary knowledge will be required to individually study up on the subject so as to be able to effectively follow the course content.

To this aim, the following text is recommended:

I. Piccoli, *I bisogni, i desideri, i sogni*. *Un’analisi sociologica dei consumi*, EDUCatt, Milan, 2010, p. 6-90.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.