# Sociology of consumption (degree in Corporate Management and Consultancy)

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*TEXT UNDER REVISION, NOT YET APPROVED BY ACADEMIC STAFF*

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

The course aims to provide conceptual tools for the sociological analysis and interpretation of consumer behaviour in contemporary societies. It aims to offer advanced knowledge of the main theoretical and methodological contributions made by the sociology of consumption, with particular reference to the most recent trends such as sustainability and consumption via digital platforms.

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

* understand and use the specific language of the subject
* know the main theoretical contributions made by the sociology of consumption and the methodological approaches used
* critically analyse the main theories and sociological research on consumption
* apply the knowledge learnt in the interpretation of phenomena and consumption trends in contemporary society.
* Set up social research plan related to the phenomena analysed.

***COURSE CONTENT***

The course is organised into 6 modules:

1. Theoretical schools in the sociology of consumption

2. Contemporary interpretative approaches to the sociology of consumption

3. Methods and techniques of social research in the analysis of consumption

4. Media consumption

5. Digital platforms and consumption

6. Consumption and sustainability

***READING LIST***

The teaching material will be available on Blackboard.

***TEACHING METHOD***

The course, taught in blended mode, includes residential (50%) and remote (50%) activities. The remote activities involve the use of video lessons (asynchronous), exercise webinars and live feedback (synchronous webconferences). The residential activities are based on the use of interactive overview lessons, case analysis and workshops. The syllabus containing the analytical programme of the course will be posted on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

1. *Continuous assessment*

For students opting for continuous assessment during the course: 50% of the assessment will be carried out by means of two tests (30% for the first written test and 20% for the group test), given during the course, in accordance with methods, content and timing that will be posted in the Blackboard area reserved for students of the course; 50% of the assessment will be carried out by means of a final oral test.Admission to the final test is subject to a positive assessment of the tests given during the course. In order to pass the examination, students must pass the final test (to be taken in only one of the three examination dates following the end of the course).

*B) Summative unitary assessment*

For students wishing to opt for unitary assessment on the date of the examination, the examination consists of a written test on parts 1, 2 and 3 of the syllabus for 50% and an oral test on parts 4, 5 and 6 of the syllabus.