



PHD Course - Consumer Culture Theory: Foundations, Frontiers and Application (7,5 ECTS)

The course is supported by Nordic Academy of Management

The PhD course (7,5 ECTS) runs over a period of two months in the late Spring of 2022. The course is held fully online. 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 Aarhus University, Copenhagen Business School, Nord University, Lund University and University of Vaasa

Responsible faculty from Stockholm University, Stockholm Business School

Andrea Lucarelli, Associate Professor (Stockholm University)

Jacob Östberg, Professor (Stockholm University)

Faculty from other NNF members University:

Sofia Ulver, Associate Professor (Lund University)

Lars Pynt Andersen, Associate Professor (Aalborg University)

Jack Tillotson, Assistant Professor (University of Vaasa)

Szilvia Gyimóthy, Assistant Professor (Copenhagen Business School)

Frank Lindberg, Professor (Nord University)

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) specifically by stressing its Nordic approach. 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 challenge 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. Having completed the course students will have gotten an overview of the key theoretical inspirations drawn upon in CCT research, as well as the methodological approaches that tend to dominate CCT research.

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 to 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..

The (preliminary) reading list is composed of one core book that takes a Nordic approach to theoretical topics, empirical sites and methodologies. It will be complemented with a specific series of articles related to each specific module (to be communicated ahead of the course start)

Books:

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 all delivered digitally (Zoom):

1. *Foundation* (i.e. historical and contextual) dimension of the emergence of CCT as research field,
2. *Frontiers* (i.e. contemporary development) of the CCT as expanding field of research, and
3. *Application* (i.e. usage and usefulness) of CCT as an academic field in which one can conduct research and possibly write one's entire doctoral 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. While this is problematic in a digital context, the course will offer a mix of lectures and workshops to open up different arenas for interaction. Active participation and careful pre-reading is crucial for the maximization of the course.

Assessment

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

The course assessment consists 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

Schedule

Foundation

21 March, 13-15 - Lecture 1: Genealogy (History) of CCT and its foundations

- Andrea Lucarelli & Jacob Östberg

24 March, 10-12 - Lecture 2: CCT as theory, ontology and epistemology

- Sofia Ulver

28 March, 9-12 - Workshop where students get to engage in discussing the foundations of CCT and how it has contributed to the broader field of marketing, 3 hours.

Frontiers

4 April, 13-15 - Lecture 3: CCT in contemporary and future marketing and adjacent disciplines

- Jack Tillotson

7 April, 13-15 – Lecture 4: CCT as critical and emancipatory research approach/agenda

- Szilvia Gyimóthy

11 April, 9-12, Workshop where students get to engage in discussing the frontiers of CCT and how it has potential to further contribute to interdisciplinary research endeavors, 3 hours.

Application

21 April, 10-12 Lecture 5 : CCT and methodological reflexivity

- Frank Lindberg

25 April, 10-12 Lecture 6: CCT as outcome of research endeavors

- Andrea Lucarelli

28 April, 10-12 Lecture 7: CCT in relation to consumer insights, marketing insights and public policy.

- Lars Pynt Andersen

3 May, 9-12, Workshop where students get to engage in discussing how CCT insights and how research topics and studies can be crafted to deliver impactful contributions in terms of market innovation and societal change as well as academic impact, 3 hours.

Final Workshop (Roundup)

31 May, 9-12 Final Workshop run by Ulver, Östberg & Lucarelli where 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 Andrea Lucarelli at andrea.lucarelli@sbs.su.se by February 5, 2022.

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/>).