

Culture, Consumption and Marketing

MARK 70550

Professor John F. Sherry, Jr.
Mendoza College of Business
MCOB 102B
jsherry@nd.edu

Module Three 2008
Office Hours: TR 1:00-2:00
Office Phone: 631-6484
Fax: 631-5544

Required Texts:

On Paradise Drive, Brooks, David
The Culture Code, Rapaille, Clotaire
Millennials and the Pop Culture, Strauss, William and Neil Howe
Branded Nation, Twitchell, James
Case Packet

Recommended Texts:

The Fortune at the Bottom of the Pyramid, Prahalad, C.K.
Brand Hijack, Wipperfurth, Alex
Consumer Culture Theory, R. Belk and J. Sherry
Is the American Dream Killing You?, Stiles, Paul
How Brands Become Icons, Holt, Douglas
One Billion Customers, McGregor, James
In Your Face, Johansson, Johnny
How Customers Think, Zaltman, Gerald
Bang!, Thaler and Koval
Mediated, DeZengotita, Thomas
Cradle to Cradle, McDonough, William and Michael Braungait

Course Description: (see <http://www.nd.edu/~markdept/020812/academics/gcourses.html> for elaboration)

This course will help you understand marketing as a subtly interlocking psychosocial and biocultural system. Using conceptual vehicles such as ecology, communication and meaning, you will explore the interpenetration of instrumental and expressive behaviors characteristic of stakeholders engaged in creating and circulating resources.

Learning Objectives

The conscientious, diligent and insightful student completing this course will be able to:

1. Discriminate between the components of marketing behavior and integrate them into an interpretive frame;
2. Describe the relationship of marketing behavior to the range of other human behaviors;
3. Broaden the concept of marketing (and its theory and nomenclature) beyond traditional disciplinary boundaries;
4. Implement knowledge gained through the course by developing informed, enlightened patterns of personal consumption and managerial practice.

Policy and Procedure

Participation and Attendance: The class will observe a lecture and discussion format. You are expected to prepare for and contribute to each session. Class work will complement, not duplicate, assigned reading, and thus will weigh significantly in your examinations. Case studies will be used as a way of enriching class discussion. Continuous, timely preparation will help you avoid a pre-exam scramble to cover the reading. Intelligent verbal participation will influence my "judgment calls" in borderline cases. While you may bring your laptop to class, non-70550-related usage is deemed a violation of the honor code, a breach of decorum, and a measure of contempt of scholarly community. You will be banished for an audible ringtone.

Examinations: You will be given midterm and final examinations, each of which will count 25% of your grade. In the interest of equity, **NO MAKE-UP EXAMINATIONS OR ASSIGNMENTS WILL BE GIVEN.** In cases of exceptional illness, when I am provided with an appropriate, verifiable written excuse prior to the examination, I will negotiate a resolution. Each exam will be largely collaborative, with the student controlling most of the materials (including books and notes) to be analyzed. Format will be discussed in class.

Longitudinal Archive: Using such sources as internet websites, mail order catalogs, long-established magazines, annual reports, corporate registers, and others as dictated by personal ingenuity, you will sample a single brand over three time intervals (relatively early, midway before the present, current) on the following dimensions:

1. A particular product/service (e.g., oatmeal)
2. Advertising for that particular product/service or brand (e.g., "Nothing is Better for Thee Than Me; "It's the Right Thing to Do")
3. A corporate logogram, logotype, or trademark (e.g., Larry)

Item selection, the setting of appropriate time frames, and the ferreting out of contextual information is left to your own discretion. This tracing will remain informal and conjectural until midterm. You will be required to submit file folder of your "raw data" (i.e., items/time frame) at midterm. This assignment will count for 25% of your grade and will be discussed further in class. **DO NOT EXCISE ITEMS FROM LIBRARY MATERIALS!**

Commonplace Book: It is critical that you recognize the perspective of marketplace behavior that you have developed as a result of life experience, formal educational training and professional aspiration. It is also essential that you adapt that perspective to the marketing environment so that you evolve insight that is systematic, interesting, ethical and able to be implemented. Toward these ends, you will keep a journal (or blog) of your reactions to "marketing culture" as both an observer (e.g., through your close reading of popular/trade/academic business press, your browsing of the web, your reflective exposure to marketing communications, etc.) and a participant (e.g., through your own primary experience of production, consumption, exchange, disposition, etc.). In addition to your entries, you should include clippings, downloads or photocopies of materials prompting your insight. Other than observing a chronological entry format, you are free to proceed as you see fit. I may on occasion require that a specific issue be addressed explicitly in your journal (e.g., the dynamics of internet brand communities). This term I expect you to become hermenauts of the blogosphere, and identify five web sites that you find to be especially insightful sources into the marketing imagination. [Here are a few examples: stayfreemagazine.org; cultureby.com; emergencemarketing.com/archives/marketing/branding; adrants.com; sethgodin.com; marketingvox.com; mmanuel.typepad.com; guerrillaconsulting.typepad.com; exacttarget.typepad.com/chrisbaggott; ypulse.com; michelemiller.blogs.com.] You will be asked to read aloud from your journal on occasion, and will be required to submit the journal in week six. This assignment will count for 25% of your grade, and will be discussed further in class.

Conferences: You are invited to discuss course-related issues and interests with me during the office hours listed above. In the event that our hours conflict, an appointment for a mutually convenient time may be arranged after class.

Course Schedule: The following schedule indicates specific content areas to be addressed this quarter. Rigid adherence to this schedule is not anticipated. You may regard the timetable as tentative insofar as I intend to

remain flexible enough to accommodate emergent personal interests that appear fruitful. I am in the process of securing films and guest speakers, each of which may take precedence over scheduled topics.

Session	Date	Topic	Prepare for Class Discussion*	Assignment
1	1/15	Orientation	(Bedbury)	
2	1/17	Behavioral Science & Macromarket Ecology	<i>Branded 1, Code 1-2</i>	
3	1/22	Consumerism & Public Policy	<i>Branded 2, Code 3-4 (Schmitt)</i>	
4	1/24	Social Marketing and Ethics	<i>Branded 3, Code 5-6</i>	
5	1/29	Product & Service Domains	<i>Branded 4, Code 7-8 (Levy)</i>	
6	1/31	Semiotics & Consumption	<i>Branded 5, Code 9-10, Paradise 1-2</i>	
7	2/5	Marcom & Meaning Management	<i>Code 11-12, Paradise 3-4 (Sherry)</i>	Archive Due
8	2/7	Global Cultural Flows	<i>Paradise 5-6</i>	Midterm Exam Due
9	2/12	Local Cultural Dimensions	<i>Paradise 7-8, Millennials 1-3 (Inglehart & Baker)</i>	
10	2/14	Subcultural Diversity	<i>Paradise 9-10, Millennials 4-7</i>	
11	2/19	Social Class & Social Group Segmentation	<i>Paradise 11, Millennials 8-11 (Stoneman)</i>	
12	2/21	Intergenerational Dynamics	<i>Millennials 12-15</i>	Journal Due
13	2/26	Intragenerational Consumer Behavior	(Sherry)	
	2/28			FINAL EXAM DUE

***Readings in parentheses are in your case packet. Browsing them before class will make you an even more interesting discussant.**