

MN5554 – Marketing and Society**MODULE TYPE/SEMESTER:** Option (20 credits), Semester 2**MODULE CO-ORDINATOR:** Julie Brooks**CONTACT DETAILS:** julie.brooks@st-andrews.ac.uk

MODULE AIM: This module encourages students to examine the effects of marketing on societies. The powerful social and cultural influence of marketing has been widely recognised. Through branding and communication marketing shapes consumption, identity and relationships. Our appearance, ideas and behaviour are influenced by marketing in ways that are more subtle and pervasive than we might think. What we eat, drink and wear; where we live and how we travel; our work and leisure; even the most intimate details of our lives respond to the powers of marketing. The future of marketing is challenged by the negative connotations of globalisation. Actions by certain firms have caused strong reactions to negative effects on workers, consumers and environments, such that a plethora of anti-corporate protest movements has been mobilised in recent decades.

LEARNING OUTCOMES:

By the end of the module students will

- understand the conceptual frameworks informing analyses of marketing's impact on consumers, workers, societies and the environment and apply them to diagnose critical issues;
- have the ability to analyse the complex and dynamic influences that marketing has on cultures and societies;
- have the ability to apply a knowledge of terminology, trends, methodology, principles, theories and structures in relation to marketing, consumerism, materialism, globalisation and resistance.
- have attained facilitation skills, including: the ability to lead a discussion while ensuring wide participating from all individuals and to summarise key issues arising from a broad topic, presenting them succinctly verbally, as well as in writing and or visually.
- have the ability to collect, interpret and synthesise a range of perspectives on complex topics; communicate ideas and information in a captivating and engaging way through written, verbal and visual presentation and reflect on performance, considering the differences between expectations and reality

STUDENT RESPONSIBILITIES (what we expect of you): To keep up with this module you will need excellent language comprehension. There is a significant amount of reading required each week and most of the readings are intellectually demanding. You will also need to be a confident speaker and a willing participant as all the sessions are discussion based, and enthusiastic participation is expected. To ensure that everyone does the readings, which are the backbone of the module, we operate under the following ground rules:

1. Every student *must have read, and taken notes*, on at least all the essential readings before each seminar.
2. Everyone should *note some questions* stimulated by the readings, which we will share at the start of sessions to help guide discussion.
3. Everyone should prepare for the discussion topics before the session.
4. The tutorial element of this module is included in our three-hour seminar-style class. Tutorial attendance is compulsory on this, as on any module at St Andrews, so attendance will be taken at the start of each session and we expect *100% attendance* each week.
5. Students will not only be participating in discussions, they will also be leading and facilitating them, as well as providing peer feedback to their classmates on a weekly basis. Although you will not be marked directly on your participation each week, your marks for the facilitation will depend on the quality of the discussions we have in class, so participation really does count.

If you are willing to take on these responsibilities, you will find you get much more out of this module and hopefully, at the end of the semester we will have all enriched our understanding of marketing and society and shared valuable learning experiences.

“We learn more by looking for the answer to a question and not finding it than we do from learning the answer itself.” - Lloyd Alexander

“Tell me and I forget. Teach me and I remember. Involve me and I learn.” – Benjamin Franklin

Core texts: Naomi Klein (2000), *No Logo*
Michael Dawson (2003), *The Consumer Trap*
Other Core Readings TBC

Reading and Discussion Topics

Week 1: Preview of the module

Week 2: Liberal and Critical Perspectives on Marketing & Society

Week 3: Social Norms in Marketing

Week 4: The Rise of the Brand

Week 5: Generational Marketing – Marketing to Older People

Week 6: The portrayal of women in advertising

Week 7: Marketing to Children and Adolescents
Week 8: Food, Health, Marketing and Society
Week 9: Consumer Desire and its Consequences
Week 10: Consumer Movements, Power and Protest
Week 11: Marketing and Social Media

ASSESSMENT FOR THE MODULE:

Assessment 1 (Facilitation of in-class discussion in pairs and individual 1000 word summary/self- reflection + peer assessment) 30%

To be assessed weekly, throughout the semester- due on the Week following your in-class assessment.

Assessment 2 (2500 word essay)

Assignment 3 (written report/essay 3000 words)

Organisation of courses may be subject to change without notice.