

Ph.D.-course offered by the culture and consumption-group at the Department of Marketing, Faculty of Social Sciences, University of Denmark, Odense Main Campus.

Course Title: Consumer and Consumption Research

Aim of the course: The course aims to provide Ph.D.-students with a thorough knowledge of the consumer research field in its traditions and latest developments. The main purpose of this course is to enable the researchers to understand consumers in their social and cultural contexts and to develop an interdisciplinary approach in their own research. Keywords are: accursed share, anthropology, authority, children, consumers, consumption, culture, desire, Diderot effect, extended self, fashion, food, fragmentation, gender, globalization, hedonism, identity, internet, lifestyles, luxury, materialism, motivation, needs, possessions, postmodern, roles, sacred, seduction, segments, simulacra, social-stimuli, status, styles, symbolic, technology, third-world, tourism, trends, trickle-down, youth, values, wants.

Responsible Department: Department of Marketing, University of Southern Denmark, Odense Campus.

Responsible Organizer: Dominique Bouchet (principal organizer), Department of Marketing, University of Southern Denmark, Odense Main Campus. E-mail: dom@sam.sdu.dk.

Teachers: The lecturers will include Dominique Bouchet, Søren Askegaard, University of Southern Denmark, Odense Campus assisted by colleagues from Southern Denmark University, as well as by leading, internationally acknowledged researchers (such as Russell Belk, Karin Ekström, A. Fuat Firat, Güliz Ger, Patrick Hetzel, Annamma Joy and Alladi Venkatesh, Solweig Wickström, a majority of them having participated in the former nordic doctoral course in consumer research organized by the department).

Teaching term: Every 18 to 24 months, starting from Fall 2002 or Spring 2003. The course is held as an intensive seven days course and takes place at The University of Southern Denmark, or at a collaborating European research institution.

Language: The course is taught in English.

Number of course credits: 5 ECTS Credits

Number of participants: A limited number of 25 students will be enrolled in the course.

Prerequisites: No particular prerequisites required for Ph.D.-students. Selection made on the basis of research topic and advisor's recommendation.

Program: A detailed program for the course is available at least three months ahead of time.

Literature: Central, theoretical and practical contributions from the classical as well as the most recent literature on consumer and consumption research. Participants who already read some of the proposed literature for this course will be provided with alternative references. A bibliography is available.

Time of evaluation: After the course has been held.

Examination requirements: The participants are evaluated against a background of active participation as well as a brief essay to be submitted no more than a month after the course

has been held. All aids can be used. The report will be evaluated by at least two of the faculty members and assessment is made from the criterion passed/not passed.