

# Consumerism

MKTG 1050

## Instructor Information

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**Phone:**

**Email:**

**Office Location:**

**Office Hours**

## Course Description

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This course explores marketing from the consumers' perspective. Students will learn to critically evaluate messages communicated through marketing media and determine the impact on individual behavior and society as a whole.

Semester: All

The dynamics of consumerism impact all human beings. People always seek satisfaction and enter the marketplace to meet their needs. A primary emphasis of this course will be to enhance the student's understanding of the environmental market variables and their social/psychological impact on the student's role as an informed consumer.

## Course Student Learning Outcomes

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- Create and deliver effective presentations that include visual and oral communication methods to peers or local business professionals.
- Research and use consumerism data and information to participate in class discussion on a level appropriate for a first-year student.

- ♦ Critically evaluate messages communicated through media and determine the impact on individual behavior and society as a whole.
- ♦ Extract relevant marketing research, process the data appropriately, draw reasonable conclusions and present data effectively.

## Brief Description of Assignments/Exams

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- ♦ Evaluate buying decisions made on the systematic drivers of consumerism
  1. Describe the emergence and growth of consumerism
  2. Identify the path that consumerism has taken over time
  3. Determine how many buying decisions are driven by external factors
  4. Describe the social currency and systematic drives of consumerism
  5. Assess personal values regarding consumerism
- ♦ Extract relevant market research, process the data appropriately, draw reasonable conclusions, and present data effectively
  1. Work effectively with team members
  2. Execute market research using reliable resources
  3. Develop a strategically organized and varied presentation
  4. Deliver a visually persuasive group presentation
- ♦ Critically evaluate messages communicated in the media and determine the impact on individual behavior and society as a whole
  1. Make connections between the advertising norms and consumption habits
  2. Evaluate the history and components within the sociology of consumerism
  3. Explain conspicuous leisure and consumption
  4. Identify historical examples of economic displacement
  5. Break down the wealth disparity and the impact of consumption
  6. Critique the current state of marketing and consumption
  7. Develop an argument about the role of consumption in health
- ♦ Synthesize the impact of ethical consumption on decision making

1. Identify the five components of the materials economy
2. Illustrate the impact of the materials economy on ethical consumption
3. Compare and contrast the consumption decisions of differing classes
4. Discuss what the ultimate purpose of the American economy should be
5. Describe the role of the informal recycling sector in today's consumer economy

## Course Prerequisites

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No formal prerequisite or content-specific skill set is required to participate in this course.

## Preparation and Participation

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- You are responsible for everything in the syllabus and announcements made within Canvas.
- The professor reserves the right to adjust the daily schedule

## Methods of Evaluating Objectives

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The course objectives will be evaluated according to the criteria outlined in the assignment description and the associated rubric. Please get in touch with your instructor before submitting your assignment if you have questions or concerns regarding these criteria.

## Communication Plan

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- I will respond to email within 24-48 hours for a response. I will offer feedback on major assignments within 1 week. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions.

- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Extra Credit</a>	Assignment	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">What Questions Do You Have? (optional)</a>	Discussion	0
8/22	<a href="#">Introduce Yourself</a>	Discussion	7
8/22	<a href="#">Orientation Quiz</a>	Quiz	8
8/23	<a href="#">Practice Submitting Assignments</a>	Assignment	5
8/29	<a href="#">Module 1: Consumer Log</a>	Quiz	10
8/29	<a href="#">The Story of Stuff Discussion</a>	Discussion	20
8/29	<a href="#">The Story of Stuff Scavenger Hunt</a>	Quiz	7
8/29	<a href="#">Module 1: Takeaways Journal</a>	Assignment	10
9/5	<a href="#">Consumed: Inside the Belly of the Beast Discussion</a>	Discussion	20
9/5	<a href="#">Consumerism Survey</a>	Quiz	0

Due Date	Assignment Name	Assignment Type	Points
9/5	<a href="#">Module 2: Consumer Log</a>	Quiz	10
9/5	<a href="#">Module 2: Takeaways Journal</a>	Assignment	10
9/12	<a href="#">Consumerism in Context Discussion</a>	Discussion	20
9/12	<a href="#">Module 3: Consumer Log</a>	Quiz	10
9/12	<a href="#">Name that Theorist</a>	Quiz	8
9/12	<a href="#">Module 3: Takeaways Journal</a>	Assignment	10
9/19	<a href="#">Conspicuous Leisure Discussion</a>	Discussion	20
9/19	<a href="#">Module 4: Consumer Log</a>	Quiz	10
9/19	<a href="#">Group Assignment: Team Charter</a>	Assignment	100
9/19	<a href="#">Module 4: Takeaways Journal</a>	Assignment	10
9/26	<a href="#">Conspicuous Consumption Discussion</a>	Discussion	20
9/26	<a href="#">Module 5: Consumer Log</a>	Quiz	10
9/26	<a href="#">Module 5: Takeaways Journal</a>	Assignment	10
10/3	<a href="#">Module 6: Consumer Log</a>	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
10/3	<a href="#">Waging a Living Discussion</a>	Discussion	20
10/3	<a href="#">Annotated Bibliography</a>	Assignment	15
10/3	<a href="#">Module 6: Takeaways Journal</a>	Assignment	10
10/10	<a href="#">Inequity for All Discussion</a>	Discussion	20
10/10	<a href="#">Module 7: Consumer Log</a>	Quiz	10
10/10	<a href="#">Module 7: Takeaways Journal</a>	Assignment	10
10/10	<a href="#">Preconceptions: Values and Wealth</a>	Quiz	10
10/17	<a href="#">Conspicuous Consumption and Broke Athletes Discussion</a>	Discussion	20
10/17	<a href="#">Module 8: Consumer Log</a>	Quiz	10
10/17	<a href="#">Module 8: Takeaways Journal</a>	Assignment	10
10/24	<a href="#">Group Presentations I</a>	Discussion	25
10/24	<a href="#">Module 9: Consumer Log</a>	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
10/24	<a href="#">Peer Review - Conspicuous Consumption and Race Group Presentation</a>	Assignment	10
10/24	<a href="#">Midterm Reflection: Takeaways Journal</a>	Assignment	10
10/31	<a href="#">Consuming Kids Discussion</a>	Discussion	20
10/31	<a href="#">Module 10: Consumer Log</a>	Quiz	10
10/31	<a href="#">Preconceptions: Childhood Consumption</a>	Quiz	10
10/31	<a href="#">Group Assignment: Arguing Both Sides</a>	Assignment	25
10/31	<a href="#">Module 10: Takeaways Journal</a>	Assignment	10
11/7	<a href="#">Children's Advertising Discussion</a>	Discussion	20
11/7	<a href="#">Module 11: Consumer Log</a>	Quiz	10
11/7	<a href="#">Module 11: Takeaways Journal</a>	Assignment	10
11/7	<a href="#">Our Supersized Kids</a>	Quiz	30
11/7	<a href="#">Portion Distortion Survey</a>	Quiz	5
11/14	<a href="#">Assignment Results Discussion</a>	Discussion	20

Due Date	Assignment Name	Assignment Type	Points
11/14	<a href="#">Grocery Pricing Assignment</a>	Assignment	10
11/14	<a href="#">Module 12: Consumer Log</a>	Quiz	10
11/14	<a href="#">Module 12: Takeaways Journal</a>	Assignment	10
11/21	<a href="#">Food Desert Map Analysis Assignment</a>	Assignment	20
11/21	<a href="#">Module 13: Consumer Log</a>	Quiz	10
11/21	<a href="#">Obesity Quiz</a>	Quiz	0
11/21	<a href="#">The Relationship Between Obesity and Consumerism Discussion</a>	Discussion	20
11/21	<a href="#">Module 13: Takeaways Journal</a>	Assignment	10
11/30	<a href="#">Module 14: Consumer Log</a>	Quiz	10
11/30	<a href="#">Module 14: Takeaways Journal</a>	Assignment	10
11/30	<a href="#">Picture the Relationship Assignment</a>	Assignment	20
11/30	<a href="#">Preconception Survey: Prescription Thugs</a>	Quiz	0
11/30	<a href="#">Unbelievable Claims Assignment</a>	Assignment	25



Due Date	Assignment Name	Assignment Type	Points
12/5	<a href="#">Final Group Presentation Discussions</a>	Discussion	20
12/5	<a href="#">Module 15: Consumer Log</a>	Quiz	10
12/5	<a href="#">Module 15: Takeaways Journal</a>	Assignment	10
12/5	<a href="#">Peer Review - Final Group Presentations Assignment</a>	Assignment	10
12/12	<a href="#">Log and Journal Reflection Discussion</a>	Discussion	60

## Grading Scale

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Possible points

A: 94-100	C: 73-76
A-: 90-93	C-: 70-72
B +: 87-89	D+: 67-69
B: 83-86	D: 63-66
B-: 80-82	D-: 60-62
C+: 77-79	F: < 60

You will be evaluated on a total point accumulation basis as follows:

Individual Assignments: 10%
Discussions (online class) or Class Activities/Attendance (lecture): 20%

Group Projects: 30%
Quizzes: 25%
Final Exam: 15%

## Late Assignments

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Due dates for all assignments must be met to receive maximum points. Some late assignments, such as quizzes that are submitted after the due date but before the end of the semester date, will lose 50% of the points scored for that assignment (For example: Quiz is worth 20 and the student scores 16, the student will receive an 8 with the 50% deduction). A late assignment is one that is handed in after the specified due date. You are certainly encouraged to turn in assignments early; this is an important habit to establish as you prepare for your career. Work on assignments early in case of technical difficulties!

DISCUSSIONS, FINAL EXAM, PEER EVALUATIONS, AND THE FINAL PROJECT CANNOT BE TURNED IN AFTER THE POSTED DUE DATES.

## Instructor Availability

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If you have any questions or concerns about the class, your grade, assignments, etc., feel free to set an appointment or email me. I am always willing to provide extra assistance; however, you must contact me about your concerns promptly to allow a 48-hour instructor response – not the day an assignment is due or the last week of classes.

## How to Navigate to Canvas

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## Online Tutoring

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Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to [elarningsupport@slcc.edu](mailto:elarningsupport@slcc.edu).

## Institutional Policies

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As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

## Learning Support and Tutoring Services

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We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## Advising and Counseling Support Services

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At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to

access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

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As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

## Instructor Availability

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