

# Consumerism

MKTG - 1050 001

## 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

## 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.

## College Wide Student Learning Outcomes

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- Acquire substantive knowledge throughout the general education core and distribution areas
- Communicate effectively

- Think critically and creatively
- Develop the knowledge and skills to be a community-engaged learner and scholar
- Develop quantitative literacies necessary for their chosen field of study
- Develop the knowledge and skills to work with others in a professional and constructive manner
- Develop computer and information literacy

## Engagement Plan

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What you can expect from me:

- I will log into the course every day during the semester.
- I do my best to respond to emails within 48 hours with the expectation of the weekends. Emails sent Friday will be replied to on Monday.
- Grading and feedback are completed weekly.
- I will participate in every discussion board.

## Keys for Success (how to succeed in the course)

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What I expect from you:

- Students should log in and participate in class at least twice a week.
- Failure to log in and participate in the first two weeks of class may result in being dropped from the class.
- Students should expect to spend at least 6-9 hours per week in this course.
- Many of the assignments include rubrics. To receive full credit, follow the rubric by participating the recommended minimum and respond to at least two peers.

## Required Text or Materials

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## Title: Open Educational Resource

For more information on textbook accessibility, contact Accessibility & Disability Services at [ads@slcc.edu](mailto:ads@slcc.edu).

## Brief Description of Assignments/Exams

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### Weekly Consumer Log

- Since this course focuses on consumerism, it makes sense for you to examine your own behavior as a consumer. To assist with this, you'll be keeping a log of your consumer actions. From the first day of the semester to the last, record everything you consume. At the end of the course, you'll write a reflection. You will need to submit parts of your log on a weekly basis, so be sure to keep them up to date. You can use the template to track your consumer habits or choose your own method; make sure to track your progress daily.

### Weekly Takeaways Journal

- The goal of this weekly assignment is to increase your awareness of the things you interact with daily and to give you a place to record and reflect on the information you've just learned in this class. This journey of personal growth and developing critical thinking skills are the true benefits of this class. While education generally makes you more valuable in the job market, it's about more than just earning money. 99% of us operate on autopilot. Education is about opening our eyes to this so we understand what we're doing, why we do it, and have the tools to make changes in our lives.

### Discussion Boards

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Consumerism Survey</a>	Quiz	0

Due Date	Assignment Name	Assignment Type	Points
	<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
9/2/25	<a href="#">Introduce Yourself</a>	Discussion	7
9/2/25	<a href="#">Module 1: Consumer Log</a>	Quiz	10
9/2/25	<a href="#">Module 1: Takeaways Journal</a>	Assignment	10
9/2/25	<a href="#">Orientation Quiz</a>	Quiz	8
9/2/25	<a href="#">Practice Submitting Assignments</a>	Assignment	5
9/2/25	<a href="#">The Story of Stuff Discussion</a>	Discussion	20
9/2/25	<a href="#">The Story of Stuff Scavenger Hunt</a>	Quiz	7
9/8/25	<a href="#">Consumed: Inside the Belly of the Beast Discussion</a>	Discussion	20
9/8/25	<a href="#">Module 2: Consumer Log</a>	Quiz	10
9/8/25	<a href="#">Module 2: Takeaways Journal</a>	Assignment	10
9/15/25	<a href="#">Consumerism in Context Discussion</a>	Discussion	20
9/15/25	<a href="#">Module 3: Consumer Log</a>	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
9/15/25	<a href="#">Module 3: Takeaways Journal</a>	Assignment	10
9/15/25	<a href="#">Name that Theorist</a>	Quiz	8
9/22/25	<a href="#">Conspicuous Leisure Discussion</a>	Discussion	20
9/22/25	<a href="#">Group Assignment: Team Charter</a>	Assignment	100
9/22/25	<a href="#">Module 4: Consumer Log</a>	Quiz	10
9/22/25	<a href="#">Module 4: Takeaways Journal</a>	Assignment	10
9/29/25	<a href="#">Conspicuous Consumption Discussion</a>	Discussion	20
9/29/25	<a href="#">Module 5: Consumer Log</a>	Quiz	10
9/29/25	<a href="#">Module 5: Takeaways Journal</a>	Assignment	10
10/7/25	<a href="#">Annotated Bibliography</a>	Assignment	15
10/7/25	<a href="#">Module 6: Consumer Log</a>	Quiz	10
10/7/25	<a href="#">Module 6: Takeaways Journal</a>	Assignment	10
10/7/25	<a href="#">Waging a Living Discussion</a>	Discussion	20
10/13/25	<a href="#">Inequity for All Discussion</a>	Discussion	20

Due Date	Assignment Name	Assignment Type	Points
10/13/25	<a href="#">Module 7: Consumer Log</a>	Quiz	10
10/13/25	<a href="#">Module 7: Takeaways Journal</a>	Assignment	10
10/13/25	<a href="#">Preconceptions: Values and Wealth</a>	Quiz	10
10/19/25	<a href="#">Conspicuous Consumption and Broke Athletes Discussion</a>	Discussion	20
10/19/25	<a href="#">Module 8: Consumer Log</a>	Quiz	10
10/19/25	<a href="#">Module 8: Takeaways Journal</a>	Assignment	10
10/27/25	<a href="#">Midterm Reflection: Takeaways Journal</a>	Assignment	10
10/27/25	<a href="#">Module 9: Consumer Log</a>	Quiz	10
10/27/25	<a href="#">Peer Review - Conspicuous Consumption and Race Group Presentation</a>	Assignment	10
11/3/25	<a href="#">Consuming Kids Discussion</a>	Discussion	20
11/3/25	<a href="#">Group Assignment: Arguing Both Sides</a>	Assignment	25
11/3/25	<a href="#">Group Presentations I</a>	Discussion	25

Due Date	Assignment Name	Assignment Type	Points
11/3/25	<a href="#">Module 10: Consumer Log</a>	Quiz	10
11/3/25	<a href="#">Module 10: Takeaways Journal</a>	Assignment	10
11/3/25	<a href="#">Preconceptions: Childhood Consumption</a>	Quiz	10
11/10/25	<a href="#">Children's Advertising Discussion</a>	Discussion	20
11/10/25	<a href="#">Module 11: Consumer Log</a>	Quiz	10
11/10/25	<a href="#">Module 11: Takeaways Journal</a>	Assignment	10
11/10/25	<a href="#">Our Supersized Kids</a>	Quiz	30
11/10/25	<a href="#">Portion Distortion Survey</a>	Quiz	5
11/17/25	<a href="#">Assignment Results Discussion</a>	Discussion	20
11/17/25	<a href="#">Grocery Pricing Assignment</a>	Assignment	10
11/17/25	<a href="#">Module 12: Consumer Log</a>	Quiz	10
11/17/25	<a href="#">Module 12: Takeaways Journal</a>	Assignment	10
11/24/25	<a href="#">Food Desert Map Analysis Assignment</a>	Assignment	20
11/24/25	<a href="#">Module 13: Consumer Log</a>	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
11/24/25	<a href="#">Module 13: Takeaways Journal</a>	Assignment	10
11/24/25	<a href="#">Obesity Quiz</a>	Quiz	0
11/24/25	<a href="#">The Relationship Between Obesity and Consumerism Discussion</a>	Discussion	20
12/1/25	<a href="#">Module 14: Consumer Log</a>	Quiz	10
12/1/25	<a href="#">Module 14: Takeaways Journal</a>	Assignment	10
12/1/25	<a href="#">Picture the Relationship Assignment</a>	Assignment	20
12/1/25	<a href="#">Preconception Survey: Prescription Thugs</a>	Quiz	0
12/1/25	<a href="#">Unbelievable Claims Assignment</a>	Assignment	25
12/8/25	<a href="#">Module 15: Consumer Log</a>	Quiz	10
12/8/25	<a href="#">Module 15: Takeaways Journal</a>	Assignment	10
12/18/25	<a href="#">Final Group Presentation Discussions</a>	Discussion	20
12/18/25	<a href="#">Log and Journal Reflection Discussion</a>	Discussion	60



Due Date	Assignment Name	Assignment Type	Points
12/18/25	<a href="#">Peer Review - Final Group Presentations Assignment</a>	Assignment	10

## Grading Scale

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Assignment

Percentage of Grade

Discussions	20%
Takeaways Journal	25%
Consumption Log	25%
Assignments	10%
Group Presentations	20%
Total	100%

## 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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

## 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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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](#)