

# *Culture, Consumption and Marketing*

## *MARK 70550*

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Module Three 2016  
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### **Required Texts:**

*Cultural Strategy*, Holt, D. and Cameron, D.  
*The Culture Code*, Rapaille, Clotaire

### **Recommended Texts\*:**

*The Global Code*, Rapaille, Clotaire  
*Primates of Park Avenue*, Martin, Wednesday  
*Satin Island*, McCarthy, Tom  
*The Unwinding: An Inner History of the New America*, Packer, George  
*Cultural DNA: Then Psychology of Globalization*, Bains, Gurnek  
*Status Update; Celebrity, Publicity & Branding in the Social Media Age*, Marwick, Alice  
*The Cultural Intermediaries Reader*, Maguire, Jennifer and Julian Matthews  
*Cuba: The Struggle for Consumption*, Pertierra, Anna  
*Consumer Culture in Latin America*, Sinclair, John and Anna Pertierra  
*It's Complicated: The Social Life of Networked Teens*, Boyd, Danah  
*China's Millennials: The Want Generation*, Fish, Eric  
*Spreadable Media*, Jenkins, H., S. Ford and J. Green  
*The Upcycle*, McDonough, William and Michael Braungait  
*Pink Globalization*, Yano, Christine  
*How to Watch Television*, Thompson, Ethan and Jason Mittell  
*The Noodle Narratives*, Errington, F., T. Fujikura and D. Gewertz  
*Advertising, the Media and Globalization*, Sinclair, John  
*Critical Pedagogies of Consumption*, Sandlin, J. and P. McLaren  
*Authentic*, Banet-Weiser, Sarah  
*How Much Is Enough?* Skidelsky, R. and E. Skidelsky  
*Winning the Story Wars*, Sachs, Jonah  
*Brand Thinking*, Millman, Debbie  
*Globalization From Below*, Matthews, G., G. Ribeiro and C. Vega  
*The Paradise Suite*, Brooks, David  
*Millennials and the Pop Culture*, Strauss, William and Neil Howe  
*Brandjam*, Gobe, Marc  
*Ourspace*, Harold, Christine  
*Buying In*, Walker, Rob  
*Brand New China*, Wang, Jing  
*Brand Hijack*, Wipperfurth, Alex

\*Life-long learning, student-requested

**Course Description:** (see <http://business.nd.edu/marketing/academics/> 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.

### **Course Philosophy**

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, I'd like you to pay careful attention to 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.). I ask you especially to become hermeneuts (questers after meaning) of the ether, as you explore social media for its marketing content. I will call on you occasionally to share your musings and insights in class. Through discussion of our lived experience of marketing culture, we will hone our holistic ability to apprehend, harness and direct the forces that shape and reflect this culture.

### **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 will weigh significantly in your project analysis. Case studies and current events will be used as a way of enriching class discussion. Continuous, timely preparation will help you avoid a pre-project scramble to cover the reading. Intelligent verbal participation will influence my "judgment calls" in borderline cases. While you may bring your laptop/iPad 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 for which you will be banished. You will also be banished for cell phone use (including an audible ring tone) during class.

*Projects:* You will complete two group projects, each of which will count for 25% of your grade. Each project will be collaborative, with students controlling most of the materials to be analyzed. Your group will select a brand not elaborated upon by Holt and Cameron. For the midterm project, you will conduct a strategic cultural analysis of the brand that assesses its current condition. For the final project, you will use strategic cultural analysis to determine the future of that brand. In each case, you will build a comprehensive electronic portfolio of archival, material and behavioral data to support your analysis. Specific format and grading rubric will be discussed in class.

*Presentations:* You will make two group presentations (based upon your projects), each of which will count for 15% of your grade. Specific format and grading rubric will be discussed in class.

*Papers:* You will complete 2 short (5 page) group papers that summarize your analysis at midterm and final time, each of which will count for 10% of your grade. Specific format and grading rubric will be discussed in class.

*Peer Evaluation:* You will provide a comprehensive confidential evaluation of your teammates at midterm and at the end of the module. While I trust each group to regulate its own dynamics, I will intervene as necessary to prevent the triumph of dysfunction.

*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.

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Prepare for Class Discussion</b>	<b>Assignment</b>
1	1/12	Orientation	<i>Strategy 1, Intro to Part Two; Code 1</i>	
2	1/14	Behavioral Science & Macromarket Ecology	<i>Strategy 2-3, Code 2</i>	
3	1/19	Consumerism & Ethics	<i>Strategy 4-5, Code 3</i>	
4	1/21	Product & Service Domains	<i>Strategy 6-7, Code 4</i>	
5	1/26	Semiotics & Consumption	<i>Strategy 8-9, Code 5</i>	
6	1/28	Marcom & Meaning Management	<i>Strategy 10-11, Code 6,</i>	
7	2/2	Presentations	<i>Strategy 12-13, Code 7</i>	<b>MIDTERM PROJECT &amp; PAPER DUE</b>
8	2/4	Global Cultural Flows	<i>Strategy 14, Code 8</i>	
9	2/9	Local Cultural Dimensions	<i>Code 9-10,</i>	
10	2/11	Subcultural Diversity	<i>Code 11-12</i>	

11	2/16	Social Class & Social Group Dynamics	<i>Strategy 15</i>
12	2/18	Generational Dynamics	<i>Strategy 16</i>
13	2/23	Presentations	

**2/26**

**FINAL PROJECT &  
PAPER DUE**