

BA 4728 / 5728 – MARKETING AND CULTURE (TENTATIVE SYLLABUS)

Course Schedule

Mondays and Wednesdays – 16:20-17:55

Place:G108

Instructor:	EMİNEGÜL KARABABA
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Office Hours:	Tuesdays 16:00 – 17:00 via zoom link given on ODTUCLASS or by appointment
Course Web Page:	Link to ODTUClass Course Page
<b>Course Description:</b>	
<p>The course aims to provide an understanding on the relations between society, culture(s), and markets. This course complements the management curriculum by providing a link between macro and micro approaches to marketing. In other words, rather than focusing on firm or consumer level understanding, course delineates the societal role of marketing and consumption practices. On the one hand, marketing's role as a cultural practice and social institution in our everyday social life is introduced to students. On the other, a critical look to the role of marketing in contemporary society is presented. To accomplish this goal, the course introduces the students to the concept of culture, development of modern culture, markets, and consumer culture, some of the key institutions of culture, and a sociocultural critique of marketing and consumption. The course aims to train reflective students, prospective marketers, who can have a critical look on marketing and consumption.</p>	
<b>Course Student Learning Objectives: (CSLO)</b>	
<p><b><i>On successful completion of this course, students should be able to:</i></b></p> <p><b><i>Course Specific Skills:</i></b></p> <ol style="list-style-type: none"> <li>1. Recognize the importance of marketing and consumption at the societal level.</li> <li>2. Demonstrate an understanding on the notion of culture, key institutions of culture, and the interaction between culture and marketing and consumption.</li> <li>3. Demonstrate an understanding of the development of market society and consumer culture</li> <li>4. Develop critical perspectives on marketing and consumption</li> </ol> <p><b><i>Discipline Specific Skills:</i></b></p> <ol style="list-style-type: none"> <li>5. Differentiate, apply, analyze, and reflect on theories, concepts, commonly used in exploring and understanding marketing and consumption as cultural practices and societal role of marketing and consumption.</li> <li>6. Demonstrate broad knowledge of literature and concepts on the consumption, marketing, and culture.</li> </ol> <p><b><i>Personal and Key Skills:</i></b></p> <ol style="list-style-type: none"> <li>7. participate in group interaction, including leadership and discussion opportunities</li> <li>8. develop communication skills, including negotiation, argumentation, and presentation</li> <li>9. develop critical reading and writing skills</li> </ol>	
<b>Learning and Teaching Methods:</b>	
Sessions consist of a mixture of online lectures, online in-class discussions, group work, presentation sessions.	
<b>Required Reading:</b>	
You can have access to the required readings and their list from odtuclass	
<b>Suggested Reading:</b>	
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Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Class participation	10	-	1-9	Oral feedback
Critical Advertising Analysis (Individual)	30	Essay 500 - 1000 words	1-6, 8-9	Written feedback
Take Home Exam	30	Essay 1500 words (max.)	1-6, 8-9	Written feedback
Group Project	20	3000 word essay	1-6, 8-9	Written feedback
Group Presentation	10	15 min presentation	1-9	Written feedback

Course Policies:
<p><b>STUDENT DISABILITIES:</b> Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's <a href="#">Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; <a href="mailto:engelsiz@metu.edu.tr">engelsiz@metu.edu.tr</a>)</a> verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.</p> <p><b>ACADEMIC DISHONESTY:</b> The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.</p> <p><b>CHEATING:</b> All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.</p> <p><b>PLAGIARISM:</b> The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.</p> <p style="text-align: center;"><b>METU HONOR CODE</b></p>

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) **excuse** or **METU Medical Center certified Health Report**, you will be eligible to take a make-up examination. There will be **one single, comprehensive and essay type make-up examination during the final period and it will be counted towards whichever exam(s) you are missing.**

**KNOW YOUR RIGHTS AND RESPONSIBILITIES!** <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

**NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR!** <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

**Notes:**

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- You are encouraged to drop by my office during office hours for questions, concerns, or, suggestions. Outside the office hours, please make an appointment with me via e-mail. For quick questions that you may have, note that e-mailing is a very effective means of communicating with me.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
October	18	Introduction to semester		
October	20	Introduction to marketing and culture (synchr)	Gabriel and Lang (1995) McCracken (1986)	1-9
				1-9
October	25	Consumer and consumer culture: Introduction	Arnould and Thompson (2018)	1-9
October	27	Consumer and consumer culture: Historical Development	Sassatelli (2007)	1-9
				1-9
November	01	Historical Development of Consumer Subject	Karababa and Ger (2011)	1-9
November	03	Discussion session on Consumer Culture		1-9
				1-9
November	08	Global and Local Markets	Levitt (1983), Ritzer (1996)	1-9
November	10	Commemoration of Atatürk		1-9
				1-9
November	15	Global and Local Markets	Appadurai (1990)	1-9
November	17	Advertising and Culture	Dyer, Gillian (1982)	1-9
				1-9
November	22	Advertising and Culture	McFall (2002)	1-9
November	24	Advertising and Culture	Bonsu (2009)	1-9
				1-9
November	29	Prepare individual critical ad analysis (directed self-study)		1-9
December	01	Submit individual critical ad analysis (directed self-study)		1-9
				1-9
December	06	Consumer Produced Markets	Karababa and Scaraboto (2018)	1-9
December	08	What is value and how value is created?	Karababa and Kjeldgaard (2014)	1-9
				1-9
December	13	Sustainability and Markets	Schaefer and Crane (2005)	1-9
December	15		Banerjee (2008)	1-9
				1-9
December	20	Consumer Ethics and Food waste	Özokçu, Karababa, Özdemir (work in paper)	1-9
December	22	Session on take-home exam		1-9
				1-9
December	27	Take home exam		1-9
December	29	Take home exam		1-9
				1-9

January	03	Group Tutorials – In-class discussion on argument generation and deciding on the content of the group projects.		1-9
January	05	Group Tutorials		1-9
				1-9
January	10	Group Tutorials – In class discussion on structuring argumentation.		1-9
January	12	Group Tutorials		1-9
January	17	Group Presentations		1-9
January	19	Group Presentations		1-9
January	17	<b>Submit your Project reports</b>		

**Attendance, in-class participation, short in-class writing exercises:** Students are expected to attend online classes and be active in the class discussions and be prepared.

**Takehome Exam:**

A Take-home exam will be given to the students. Students are expected to write an essay on a specific topic of debate by engaging in the course material at a deeper level.

**Group Project:**

**TBA after add-drop period.**

**Group Presentation:**

At the end of the semester, 15 min long oral presentations will be conducted. Since the grading of the presentation is at the individual level, I expect every member of the group to participate the presentation.

**Assessment Criteria for Essays**

The criteria for the assessment of the in-class, midterm and group project essays are listed below. After writing your essays, please read them carefully to see if the criteria are fulfilled.

	<b>Criterion A</b>	<b>Criterion B</b>	<b>Criterion C</b>	<b>Criterion D</b>	<b>Criterion E</b>
<b>Mark</b>	<b>UNDERSTANDING AND FAMILIARITY WITH THE SUBJECT:</b>	<b>BREADTH OF READING</b>	<b>OVERALL STRUCTURE OF THE ARGUMENT. INCLUDES THE ABILITY TO LINK THE ELEMENTS</b>	<b>INDEPENDENCE OF THOUGHT AND CRITICAL EVALUATION</b>	<b>PRESENTATION, INCLUDING FLUENCY OF WRITING, GRAMMAR AND SPELLING</b>
<b>1</b>	Subject matter treated as set of discrete bits of knowledge	Little or no reading evident,	Little clear structure or argument evident.	Uncritical and unreflective work, relying mostly on undigested sources.	The quality of written expression undermines the ability of the work to communicate ideas.
<b>2</b>	Evidence of knowledge, but only basic connections made between items	Limited use made of Reading	Argument patchy, inconsistent, or proceeding with conjecture and opinion rather than evidence.	Critical evaluation limited to expressions of opinion, using mainly second-hand ideas	While the written style generally gets the content across, with occasional errors that limits effective communication.
<b>3</b>	Subject matter adequately understood, with some connections made	Effective use made of the reading and arguments reasonably supported	The essay mainly supported by evidence but let down by some unsound inferences or unsubstantiated assertions	Evidence of occasional independent and critical thought, limited by either inconsistent reasoning or an over-reliance on the text	The quality of the writing communicates effectively, with occasional minor lapses
<b>4</b>	Familiarity with subject demonstrated, including complex connections between elements	Recommended reading used, supported with clear examples and supported arguments	A clear and generally structured argument - most of argument is supported with links to literature	Critical evaluation and independent thought are the norm, but there are occasional inconsistencies.	Error-free and clear, the writing generally does justice to the content, with few or minor errors
<b>5</b>	Ability to contextualize subject within wider frameworks and critically explore connections, demonstrating depth of understanding of relevant theoretical frameworks.	Evidence of extensive reading beyond the recommended texts, including critical evaluation of sources and skillful synthesis of sources to make coherent points.	The argument is pursued clearly and in a balanced and authoritative manner very well supported by evidence and informed judgement. The thread of the argument is obvious throughout.	Contains some novel/ original ideas, the work shows excellent critical evaluation of sources and ideas. There is clear demonstration of the author's own considered, well reasoned, and unbiased judgment	The writing style is clear, concise, fluent and readable, significantly enhancing the overall quality of the submission.
<b>Mark</b>					
<b>GRADE</b>	<b>0%</b>				