



Teaching Guide

Identifying Data					2019/20
Subject (*)	Sociology of Consumption	Code	660G01044		
Study programme	Grao en Relacións Laborais e Recursos Humanos (Coruña)				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	2nd four-month period	Third	Optional	6	
Language	SpanishGalician				
Teaching method	Face-to-face				
Prerequisites					
Department					
Coordinador	Romani de Gabriel, María	E-mail	maria.romani@udc.es		
Lecturers	Romani de Gabriel, María	E-mail	maria.romani@udc.es		
Web	http://www.erlac.es/				
General description	Provide the theoretical basis of current knowledge on consumer trends, their influence on the individual by the media and the defense of consumer rights.				

Study programme competences / results

Code	Study programme competences / results
A18	Interpretar datos e indicadores socioeconómicos.
A35	Análise crítico das decisións emanadas dos axentes que participan nas relacións laborais.
B2	Capacidade de análise e síntese.
B8	Razoamento crítico.
B14	Aprendizaxe autónomo.
B15	Creatividade.
B17	Sensibilidade cara a temas medioambientais.
C1	Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.
C4	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben afrontarse.

Learning outcomes

Learning outcomes	Study programme competences / results
	C1
	C4
	C6
	B2
	B8
	B14
	B15
	B17
	A18
	A35

Contents

Topic	Sub-topic



UNIT 1.BEGINNINGS AND DEVELOPMENT OF CONSUMER SOCIETY	-From capitalism to capitalism Consumer Production -The Rise of Consumer Society in Spain: the prefordista Fordist model to model
UNIT 2. CONSUMER SOVEREIGNTY AND CULTURAL CONSUMPTION Motivations	- Consumer Sovereignty - Cultural Consumer Motivations - Needs and Desires
UNIT 3.PATTERNS OF CONSUMPTION AND CONSUMER BEHAVIOR PRODUCTION OF GOODS PRODUCTION BRANDS	- Consumer Brands and Consumer low cost - The influence on the Work of New Models of Consumption
UNIT 4. PUBLICITY, MEDIA AND CONSUMPTION	- Growing Media Concentration - Commodification Media - Features Information
UNIT 5. MOVEMENTS OF CONSUMERS AND CONSUMPTION CRITICAL	- Consumer Movements In The World - The consumer movement in Spain - Critical Consumption - Collaborative Consumption - Fair Trade
UNIT 6. CURRENT CONSUMER BEHAVIOR	- Consumer Behavior real - Sustainability and Social Responsibility Organizations

Planning

Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Workshop	A35 A18 B2 B8 B14 B15 B17 C4 C1	30	24	54
Guest lecture / keynote speech	B2 B14 B17 C1 C6	30	0	30
Objective test	B2 C1 C6	2	60	62
Personalized attention		4	0	4

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies	Description
Workshop	Critical readings, comments and practical exercises that students must perform, as directed by the teacher in class.
Guest lecture / keynote speech	Oral presentation by the teacher, complemented by use of audiovisual media and the introduction of some questions to the students, in order to impart knowledge and objective learning.
Objective test	Oral or written exam with questions, practical exercises or text comentary.

Personalized attention

Methodologies	Description
Workshop	
Guest lecture / keynote speech	Farase para as lecturas, orientando a cada alumno sobre o traballo que ten que facer, como facelo e fontes de información a utilizar. Estableceranse horarios de tutorías para dúbidas ou consultas sobre a materia.

Assessment

Methodologies	Competencies / Results	Description	Qualification
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Workshop	A35 A18 B2 B8 B14 B15 B17 C4 C1	Critical readings, comments and practical exercises that students must perform and put into Moodle, as directed by the teacher in class. If you have not attended class the day on which the relevant practice takes place, it may deliver Moodle in 24 hours (if the nature of the practice allows), keeping in mind that you will have less score if It was delivered in class. No works was collected after 24 hs.Please take into account that some practical exercises can only be done in a classroom environment (discussions, focus groups, presentations, teacher questions, etc.)	40
Objective test	B2 C1 C6	Oral or written examination with questions, practical exercises or comments text	50
Guest lecture / keynote speech	B2 B14 B17 C1 C6	Valoración obxectiva da participación activa dos alumnos ás sesións presenciales a través de diferentes ferramentas propostas polo profesor.	10

Assessment comments

Sources of information

Basic	<ul style="list-style-type: none">- (). .- Klein, Naomi (2011). Comprar, vender y consumir. Nuevas aportaciones a la historia del consumo en España. Valencia: Universidad de Valencia- Solé Moro, María Luisa (2003). Los consumidores del siglo XXI. Madrid: Esic- Cortina, Adela (2002). Por una ética del consumo (la ciudadanía del consumidor en un mundoglobal). Madrid: Taurus <p>
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Complementary	<p>- () .</p> <p>Alonso, Luis Enrique y Conde, Fernando (1994). Historia del consumo en España: una aproximación a sus orígenes y primer desarrollo. Debate. Madrid. Alonso, Luis Enrique (2006). La era del consumo. Siglo XXI. Madrid. Alonso Rivas, J y otros. (2000). Comportamiento del consumidor. Decisiones y estrategia de marketing. Esic. Madrid. Arroyo Menéndez, Millán (2001). El consumo en España. Acento. Madrid. Bauman, Zygmunt (2000). Trabajo, consumismo y nuevos pobres. Gedisa. Barcelona. Castillo Castillo, J. (1987). Sociedad de consumo a la española. Eudema. Madrid. Catos Eduard (1998) El porqué del comercio justo. Hacia unas relaciones Norte-Sur más equitativas. Icaria. Barcelona. Clark, Eric (1989). La publicidad y su poder. Las técnicas de provocación del consumo. Planeta. Barcelona Faure, Ignasi, ed. (2002). Consumidores activos. Experiencias cooperativas para el siglo XXI. Icaria. Barcelona. Fundación entorno (2010). Marketing de productos y servicios sostenibles. Donde la innovación crea valor. Madrid. Gaggi, M. y Narguzzi, E. (2006). El fin de la clase media y el nacimiento de la sociedad de bajo coste. Lengua de trapo. Madrid. Galbraith. J. K. (1987). La sociedad opulenta. Ariel. Barcelona. Galbraith. J. K. (2004). La economía del fraude inocente. Crítica. Barcelona. García del Castillo (2009). Medios de comunicación. Publicidad y adiciones. Edf. Madrid. García Ruíz, Pablo (2009). Repensar el consumo. Eiunsa. Madrid. Gilin, Todd (2005). Enfermos de la información. Paidós. Barcelona. Gimeno Ullastres, J.A., Coord. (2000). El consumo en España: un panorama general. Fundación Argentaria-Visor Dis. Madrid. Heath, J y Potter, A. (2005) Rebelarse veinte : el negocio de la contracultura. Taurus . Madrid. Muñoz Navarro, Daniel (2011). Comprar, vender y consumir. Nuevas aportaciones a la historia del consumo en España. Universidad de Valencia. Valencia. Oliver, Xavier (2009). Atrapados por el consumo. Acción Empresarial. Osuna. Acedo, Sara (2008). Publicidad y consumo en la adolescencia. Icaria. Barcelona. Patel, Raj. (2008). Obesos y famélicos. El impacto de la globalización en el sistema alimentario mundial. Los libros de ince. Barcelona. Ramonet, Ignacio (1998). La tiranía de la comunicación. Debate. Madrid. Ritzer, George. (2000). El encanto de un mundo desencantado. Revolución en los medios de consumo. Ariel. Barcelona. Reig, Ramón (1998). Medios de comunicación y poder en España. Prensa, radio, televisión y mundo editorial. Paidós. Barcelona. Rifkin, Jeremy (2010) El fin del trabajo. Paidós. Barcelona. Rifkin, Jeremy (2000) La era del acceso. La revolución de la nueva economía. Paidós. Barcelona. Salomon, Michael R (2008). Comportamiento del consumidor. Prentice Hall. Madrid. SETEM (2009). El comercio justo en España 2008. Canales de importación y distribución. Icaria. Barcelona. Veblen, Thorsstein (2004). Teoría de la clase ociosa. FCE. México.</p>
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Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.