



Teaching Guide

Identifying Data					2023/24
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	Romaní de Gabriel, MaríaRomaní De Gabriel, María	E-mail	maria.romani@udc.esmaria.romani@udc.es		
Lecturers	Romaní 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

Code	Study programme competences
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	
			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	Ordinary class hours	Student?s personal work hours	Total hours
Workshop	A18 A35 B2 B8 B14 B15 B17 C1 C4	15	39	54
Guest lecture / keynote speech	B2 B14 B17 C1 C6	15	15	30
Supervised projects	B2 B8 B14 C1 C4	15	47	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, discussions, exhibitions and practical exercises that students must do in the time programmed by the teacher and upload in the space provided in moodle, following their instructions.
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.
Supervised projects	Supervised learning process aimed at helping students to work independently in a range of contexts (academic and professional). Focused primarily on learning ?how to do things? and on encouraging students to become responsible for their own learning.

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	Description	Qualification



Supervised projects	B2 B8 B14 C1 C4	The students will carry out a work with the knowledge acquired in the theoretical-practical sessions following the model / template of the TFG used in ERLAC. Said work will be done individually and sent to the Moodle platform within the term established by the teacher. In order to add the score obtained in the work to the rest of the scores, at least 50% of the corresponding score must be obtained (2 points). If the student does not reach 50% of the mark corresponding to this methodology (2 points), he will have to carry out a similar work for the second opportunity	40
Workshop	A18 A35 B2 B8 B14 B15 B17 C1 C4	Assessment of critical readings, comments, guided discussions, expositions, work and active and positive participation that students must do in the established time (individually or in groups) and upload to moodle in the space provided, following the teacher's instructions. . Each of the exercises will have an assessment according to the criteria established by the teacher, which will be communicated to the students. If the student does not reach 50% of the grade corresponding to this methodology (2.5 points), he will have to carry out for the second opportunity in July, those practices that the teacher indicates.	50
Guest lecture / keynote speech	B2 B14 B17 C1 C6	Objective assessment of the active and positive participation of students in the expository sessions through different tools proposed by the teacher. Attendance at the subject's classes is an essential requirement, with absences from more than three classes without justification acting as a switch for evaluation. If proper justification is provided, it will be counted as a half absence.	10

Assessment comments

In order to have access to the continuous evaluation, attendance at the subject's classes is an essential requirement, with absence from more than three classes without justification acting as a switch for the evaluation. To control attendance, the means available to teachers and students will be used. It will be essential to obtain 50% of the grade corresponding to each of the sections to be evaluated so that the different methodologies are added in order to obtain the final grade. If the minimum required in any of the methodologies is not achieved, the student will not pass the subject.

SECOND OPPORTUNITY

If the student passes any of the methodologies on the first opportunity, the grade for that methodology/s will be maintained and he/she will only have to complete the one(s) that he/she has not passed, on the second opportunity.

The student who appears as "not presented" at the first opportunity must take an objective test on the theoretical and practical content of the subject, which will have a weight of 100%.

SPECIFIC CASES

Students who cannot follow the subject normally, due to having a teaching waiver recognized, must contact the teacher within the first 20 calendar days from the official start of classes to adapt the delivery periods of the different tests for each particular situation, sending an email to maria.romani@udc.es. Those students who do not get in touch within the established period will follow up on the subject like the rest of the students.

Curricular adaptations for students with disabilities or with specific educational needs will be established by the center's Teaching Commission, following a report from the PAT.



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
Complementary	<ul style="list-style-type: none"> - () . . 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 vende : 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, Thosrein (2004). Teoría de la clase ociosa. FCE. México.

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.