



Faculty of Social Sciences

## SMMN32, Consumer Culture, 7.5 credits

*Konsumtionskultur, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

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### Details of approval

The syllabus was approved by the board of the Department of Service Studies on 2025-03-05 (STYR 2025/633) and was last revised on 2026-02-12. The revised syllabus comes into effect 2026-02-12 and is valid from the autumn semester 2026.

### General information

The course is part of the Master's Programme in Service Management (SASMA) and is the fifth specialisation-specific course in the Retailing and Consumption specialisation and is given in the third semester.

*Language of instruction:* English

*Main field of study*    *Specialisation*

Service                      A1F, Second cycle, has second-cycle course/s as entry  
Management              requirements

### Learning outcomes

For a grade of Pass on the course, the student shall be able to

#### Knowledge and understanding

- demonstrate knowledge and understanding of key concepts, theories and models in the research area of consumer culture, and
- demonstrate knowledge and understanding of the emergence of consumer culture as a phenomenon and research area.

#### Competence and skills

- demonstrate the ability to problematise and analyse different consumption phenomena based on central concepts of theories of consumer culture, and

- demonstrate the ability to independently write a research-based knowledge base on a theme or concept in the research area of consumer culture.

## Judgement and approach

- critically discuss and evaluate different consumption phenomena.

## Course content

The aim of the course is to develop specialised knowledge of consumer culture as a phenomenon and research field and its relevance to the retail industry. The course consists of two modules:

**Module 1** introduces consumer culture as a phenomenon and field of research and addresses key concepts. The module places particular emphasis on current topics in consumer culture research and on how consumption is shaped by sustainability and digitalisation.

**In module 2**, the student specialises in one of the areas covered in the course. The module is structured around a written assignment that includes a research-based knowledge overview and problem formulation, concepts, and a smaller study and analysis. The module contains elements that deal with how research-based knowledge about consumption with relevance to the retail trade can be developed.

## Course design

The teaching is in the form of lectures, and seminars.

Participation in seminars is mandatory. Absence will be compensated with replacement activities later during the course or closely connected to the course.

## Assessment

The assessment is based on:

- Active participation in seminars (3 credits), module code 2501
- Individual written assignment (4.5 credits), module code 2502

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

## Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

Grades for unsuccessful results are labelled as Fail. The student's result is assessed on the basis of the course's learning outcomes. For the grade E, the student has shown a sufficient result. For the grade D, the student has shown a satisfactory result. For the grade C, the student has shown a good result. For the grade B, the student has demonstrated a very good result. For the grade A, the student has demonstrated an excellent result. For the grade Fail, the student has demonstrated an inadequate result.

Module code 2501 is excluded from the grading scale above. As a grade for this module, one of the designations pass or fail is used.

To pass the course, the student must obtain at least grade E on module code 2502 and pass on module code 2501.

At the start of the course, the student is informed about the objectives of the syllabus and the grading scale and its application in the course.

### **Entry requirements**

To be admitted to the course, the student must have completed at least 60 credits within the Master's of Science programme in Service Management, 30 credits of which must be from courses during programme semester 1 and 15 credits must consist of the course in methods.

### **Further information**

The course cannot be included in a degree together with SMMX31 Consumer Culture (7.5 credits).