

Degree programme	Type	Course
Advertising and Public Relations	FB	2

Contact lecturer

Name : Lluís Sáez Giol

Email : lluis.saez@uab.cat

Prerequisites

Introductory subject. There are no prerequisites.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

Consumption is a fundamental cultural and economic practice. Students cannot confine themselves to understand it as the result of individual needs, desires and decisions, nor as the exclusive consequence of the intervention of powerful offer instances to demand. In this module we propose studying the use of goods in the context of society as a social interaction system and a social structure.

Our goal is to introduce a series of sociological theories and concepts in order to facilitate an approximation to the social dimension of consumption, and to initiate some ways to approach reality of contemporary consumption empirically, in order to see these conceptual apparatuses shown as theories of consumption practices.

Learning outcomes

- CM06 (Correlate the impact of the consumer society on the configuration of social structure and lifestyles.) Correlate the impact of the consumer society on the configuration of social structure and lifestyles.
- KM07 (Identify the sociological theories that explain consumer habits in Western society.) Identify the sociological theories that explain consumer habits in Western society.
- SM07 (To demonstrate from a sociological perspective that consumer needs, habits and desires are socially constructed.) To demonstrate from a sociological perspective that consumer needs, habits and desires are socially constructed.

Contents

1. The place from which we will look at the consumption: the sociological perspective.
2. Social and historical specificity of consumption.
3. Overview of some of the fundamental sociological inputs for the study of consumption.
4. The consumption of merchandises.

5. The consumption of signs and symbols.
6. Consumption and the search for identity.
7. Consumption and social position.

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Lessons, seminars, task orientation.	48	1.92	CM06, KM07, SM07
Reading and study. Small researches. Elaboration of evidences.	80	3.2	CM06, SM07
Individual meetings or in small groups to resolve doubts and prepare and follow up study, small researches and class exhibitions.	7.25	0.29	CM06, SM07
Evaluation	3.5	0.14	CM06, KM07, SM07

Methodology

- a. Lectures
- b. Group work
- c. Practical exercises
- d. Final exam

Throughout the sessions, an environment will be promoted that prevents sexist, racist, and LGBT-phobic comments or examples.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Practical Exercises	10%	3.75	0.15	CM06, KM07, SM07

Group project	40%	3.75	0.15	CM06, KM07, SM07
Final Exam	50%	3.75	0.15	CM06, KM07, SM07

1. Ordinary (continuous) assessment

The subject will be assessed as follows:

- a) Group project (max. 4-5 students)
- b) Practical Exercises
- c) Final exam

To be weighted with the other grades, both the final exam grade and the group project grade must be at least 4 out of 10.

The instructor will provide guidance on all practicals, assessments, and evidence submissions during the course.

Other considerations

- Recovery: allowed for all the failed evaluative evidences (a, b and c) if 2/3 of assessment has been completed. In the event of passing, the grade for each retaken component will be 5 out of 10.
- In the evaluation record, only those individuals who have not completed the assessment activities corresponding to 50% of the grade will receive a 'not assessable'.

2. Single assessment

The single assessment will take place on a single assessment date. On that date, students who have opted for this mode must take the written exam (50%) and submit the research paper (40%) and the exercises (10%).

Other considerations

- Recovery: allowed for all the failed evaluative evidences. In the event of passing, the grade for each retaken component will be 5 out of 10.
- In the evaluation record, only those individuals who have not completed the assessment activities corresponding to 50% of the grade will receive a 'not assessable'.

3. Second enrollment

From the second enrollment onwards, the assessment for the course may consist of a comprehensive exam designed to evaluate the learning outcomes specified in the course syllabus. In this case, the final course grade will be based on the result of this comprehensive exam. Details regarding the exam will be communicated in due course to students who choose this assessment option.

4. Use of Artificial Intelligence (AI) - Restricted Use:

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for the development of assignments, and only for support tasks such as bibliographic or information searches, text correction, or translations. The student must clearly identify which parts have been generated using this technology, specify

the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in this graded activity will be considered a breach of academic integrity and may result in a partial or total penalty on the grade for the activity, or more severe sanctions in serious case.

5. Copying, plagiarism, impersonation and other irregularities:

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide),

which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the

subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same

subject, the final grade of this subject is 0. Apart from this, a disciplinary process may be instructed to the student that incurs any of these irregularities.

6. Action in cases of suspected irregularities

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work. Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

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Software

No specific software is required.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	5	Catalan	first semester	afternoon
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Catalan	first semester	afternoon
(SEM) Seminars	53	Catalan	first semester	afternoon