



eCAMPUS

CONSUMER SOCIETIES ECF4C19

Distance Learning Study Program

CONSUMER SOCIETIES (5 ECTS)

COURSE DESCRIPTION

We commonly hear that modern societies place extreme significance on money and material possessions - that we live in a "consumer society." The course "consumer societies" takes an approach to studying consumerism by reviewing academic research from various theoretical and applied perspectives. Students will investigate how consumerism influences individual behaviors, economic performance, social welfare, culture, and environmental quality. Students will learn about consumerism's positive and negative impacts on individuals and societies and understand the differences in different economic systems. Lastly, students will explore personal choices as members of a consumer society.

OBJECTIVES

By the end of this course, you will be able to:

1. Know about the history of consumerism and materialism from ancient to modern times.
2. Explore various psychological, sociological, and economic theories related to consumerism.
3. Understand the effects of consumerism on our well-being, culture, the environment, and economies from the local to a global level.
4. Understand the impact of marketing on personal behavior and the consumption culture

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study behavior analytics, including weekly study times, information about the study frequency, measured attendance, and total accumulated study time.

WORKLOAD