

M9CMS: Critical Marketing Studies

Module Code:	M9CMS
Long Title	Critical Marketing Studies APPROVED
Title	Critical Marketing Studies
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	Andrea Del Campo Dugova
Departments:	School of Business
Specifications of the qualifications and experience required of staff	Lecturer: Master's degree essential with ideally four years industry experience. Experience of lecturing in the field and to post experience groups also desirable.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Critically appraise advanced marketing and business issues and how they resonate with the business mood and cultural awareness of late capitalism.
LO2	Critically evaluate and apply theories related to a broad range of fields: sociology, anthropology, philosophy, psychology, gender studies and cultural theory, to the field of marketing.
LO3	Develop a reflective, innovative and critical perspective to researching marketing in pluralistic and multilevel environments.
LO4	Select synthesize and apply appropriate critical marketing theory to contemporary challenges faced by organisations in a pluralistic and multi-perspectival marketing environment.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Topic 1: The field of critical marketing studies • Introduction to critical marketing studies • The postmodernist turn • Postcolonialism and subalternity • Feminist studies • Critical social marketing			
Topic 2: Marketing practices in focus • Studies of marketing work • The cultural turn • Critical advertising practices • Service dominant logic • Relationship marketing discourses • Ethical consumption • Religious critiques of markets			
Topic 3: Rethinking consumers and markets • Power relations • Non-western cultures • Choice and choicelessness • Racial stigmas • Consumer vulnerability and the production of consumer violence • The embodied consumer			
Topic 4: A critical marketing turn • Surveillance capitalism, social media and big data • Critical brand management • Social media and big data • Emancipation, gender and emotions • Biopolitical marketing and the commodification of social contexts			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Essay	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The purpose of this project is to allow you the opportunity to delve into and explore a critical marketing topic in a deeper way than in the course of normal course reading. Choose a theoretical topic from the course outline (any topic from section 1-4) and put together an essay that is led by a research question (set by you). Your project should critically examine the theoretical concept (e.g. feminist approaches, postcolonialism, marketing work, critical advertising, power relations, stigma, culture, consumer vulnerability, social media/big data, emancipation/gender etc.), and your set question in particular, in the context of contemporary marketing. Beyond a theoretical discussion alone, your essay should highlight examples how these issues unfold in marketing contexts and practices 'out there'. To do that, your essay might collect insights from a wide range of popular media which refer to how companies plan, strategize and practice their marketing -with long-lasting implications. The essay should be 2500 words long (excluding references) and use at least 10 academic references (e.g. journal articles and books). The sources from popular media will be added to the set references in the reference list.			
Assessment Type:	Project	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: In this group-based task (small groups of 2-3), you will be given a case study to read and analyze. This assessment requires the students to look at contemporary theory and practice with regards to critical marketing issues in a real-life context. The case study will be accompanied by questions, which the students will answer in a 4000 word-project. The answer to the questions needs to be supported by academic theory related to the critical marketing issue at hand.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description The module must be passed. All elements must be attempted. Where a student fails to achieve an overall average of 40% across both assessment elements, they will be offered the opportunity to re-submit coursework. This module is reassessed solely on the basis of re-submitted coursework.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Independent Learning Time	Independent learning	95	Per Semester	7.92
Total Weekly Contact Hours				2.50

Module Resources	
<i>Recommended Book Resources</i>	
<p>Taylor & Francis Group. (2020), The Routledge Companion to Critical Marketing, Routledge, p.528, [ISBN: 9780367656089].</p> <p>Elaine L. Ritch,Julie McColl. (2021), New Perspectives on Critical Marketing and Consumer Society, Emerald Publishing Limited, p.324, [ISBN: 9781839095573].</p>	
<i>Supplementary Book Resources</i>	
<p>Mclaran, P., Saren, M., Goulding, C., Elliot, R. and Caterall, M.. (2007), Critical Marketing, Routledge, p.269, [ISBN: 9780750680660].</p> <p>Mark Tadajewski,Pauline Maclaran. (2009), Critical Marketing Studies, SAGE Publications Limited, [ISBN: 9781847875709].</p> <p>Chris Hackley. (2009), Marketing: A Critical Introduction, SAGE Publications Limited, [ISBN: 9781412911498].</p> <p>Nick Ellis,James Fitchett,Matthew Higgins,Gavin Jack,Ming Lim,Michael Saren,Mark Tadajewski. (2010), Marketing: A critical textbook, SAGE, p.258, [ISBN: 1446243958].</p> <p>Tadajewski, M.. (2014), What Is Critical Marketing Studies? Reading Macro, Social, and Critical Marketing Studies. In: Varey, R., Pirson, M. (eds) Humanistic Marketing. Humanism in Business Series. Palgrave Macmillan, London. https://doi.org/10.1057/9781137353290_4.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Other materials], Google Scholar.</p> <p>[Other materials], Financial Times and other good quality newspapers.</p> <p>[Other materials], Forbes and Fortune Magazines.</p> <p>[Other materials], Journal of Macromarketing, Journal of Marketing Management, Marketing Theory, Business & Society, Economy & Society, Organization, Organization Studies.</p>	
Discussion Note:	