

H9SCC: The Social Conscience of the Consumer

Module Code:	H9SCC
Long Title	The Social Conscience of the Consumer APPROVED
Title	The Social Conscience of the Consumer
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	CORINA SHEERIN
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Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	To evaluate relevant critical, theoretical and contextual research at the forefront of the field.
LO2	To develop a systematic and critical understanding of consumption as a social process.
LO3	To assess the merits of contrasting theories, explanations and policies within the 'politics of consumption' debate.
LO4	To critically examine the development of consumerism and materialism in society.
LO5	To appraise recent corporate social responsibility programmes locally and globally.
LO6	To apply and appraise appropriate ethical decision-making models to explore various resolutions to ethical problems in business.
LO7	To source relevant academic literature and industry research, critically interpret and apply this knowledge in light of contemporary issues written about the ethical and political consumer.
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			
Introduction Introducing Ethical Consumption			
Politics What's wrong with ethical consumption? Ethical Consumption as anti consumption. The commodification of poverty and the marketing of handicrafts on the internet. Neoliberalism, the 'obesity epidemic' and the challenge to theory.			
Commodities and materiality Placing alternative consumption: commodity fetishism in Borough fine foods market, London. Feeding the world: Towards a messy ethics of eating. Drinking to live: the work of ethically branded bottled water Ethical consumption, sustainable production and wine. Eco-electronic consumption in the smart-design economy. The ethics of second-hand consumption. Is green the new black? Exploring ethical fashion consumption.			
Practices, Sites, and Representations Slow living and the temporalities of sustainable consumption. Ethical consumption begins at home: green renovations, eco-homes and sustainable home improvement. Cultivating citizen-subjects through collective praxis: organised gardening projects in Australia and the Philippines. Lifestyle television: gardening and good life. 'Caring at a distance': the ambiguity and negotiations of ethical investments. The moral terrains of ecotourism and the ethics of consumption.			
The use and effects of consumer boycott The boycott tactic. Consumer boycotts of business. Effectiveness in the use of boycotts and management responses.			
Corporate Social Responsibility (CSR) Capitalism, consumer sovereignty, and agency Social control of business Business Case for CSR Community relations Corporate citizenship Corporate sustainability strategies Green marketing vs greenwashing Social and Societal Marketing Triple Bottom Line			
Assessment Breakdown			%
Coursework			40.00%
End of Module Assessment			60.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Case Study	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,5,6,7
Non-Marked:	No		
Assessment Description: Learners are required to dissect, interpret, and offer critical analysis on a contemporary case study. Using relevant theories and models, students will be tasked with producing written reports and/or presentations that demonstrates the learner's ability to synthesise and critically evaluate sourced material. Furthermore, where appropriate learners will need to argue their reasoning for proposing certain strategies/tactics in favour of others and prepare arguments for their choice.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	60
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4,7
Non-Marked:	No		
Assessment Description: The exam duration will be two hours. The exam requires the student to answer ten short answer MCQ questions. Each question is worth one mark, and two essay type question. Each essay type question is worth 25 marks.			
No Workplace Assessment			
Reassessment Requirement			
Repeat failed items <i>The student must repeat any item failed</i>			

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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	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Tania Lewis (Editor), Emily Potter (Editor). (2010), Ethical Consumption, Routledge, p.312, [ISBN: 0415558255].</p> <p>N. Craig Smith. (2014), Morality and the Market (Routledge Revivals): Consumer Pressure for Corporate Accountability, 1. Routledge, p.364.</p> <p>Suzanne Benn, Dianne Bolton. (2011), Key Concepts in Corporate Social Responsibility, Sage Publications Ltd, p.248, [ISBN: 9781847879288].</p>	
<i>Supplementary Book Resources</i>	
<p>Francis O'Donnell.. (2011), Corporate social responsibility and Shell in Ireland, London; Cambridge Scholars, [ISBN: 1443832219].</p> <p>Andrew Crane, Dirk Matten. (2010), Business Ethics, Oxford University Press, USA, p.624, [ISBN: 9780199564330].</p> <p>Dara O'Rourke. (2012), Shopping for Good, The MIT Press, p.120, [ISBN: 9780262018418].</p> <p>edited by Michelle Micheletti, Andreas Follesdal, Dietlind Stolle. (2003), Politics, products, and markets, New Brunswick, N.J. ; Transaction Publishers, c2004., [ISBN: 0765802007].</p> <p>Michele Micheletti. (2010), Political Virtue and Shopping, Palgrave Macmillan, p.322, [ISBN: 0230102700].</p> <p>edited by David A. Crocker and Toby Linden. (1998), Ethics of consumption, Rowman & Littlefield, Lanham, Md., [ISBN: 0847684954].</p> <p>David T. Schwartz. (2010), Consuming choices, Rowman & Littlefield Publishers, Lanham, Md., [ISBN: 0742548147].</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Journal], Journal of Consumer Research.</p> <p>[Journal], Journal of Consumer Psychology.</p> <p>[Journal], Journal of Marketing.</p> <p>[Journal], Journal of Marketing Research.</p> <p>[Journal], Journal of Advertising.</p> <p>[Journal], Journal of Retailing.</p> <p>[Journal], European Journal of Marketing.</p> <p>[Journal], Consumption Markets and Culture.</p> <p>[Journal], Journal of Macro Marketing.</p> <p>[Journal], Academy of Management Journal.</p> <p>[Journal], Academy of Management Review.</p> <p>[Journal], Journal of Management.</p> <p>[Journal], Business and Society.</p> <p>[Journal], Journal of Business Ethics.</p> <p>[Website], WARC, http://www.warc.com/</p>	
Discussion Note:	