

Course Syllabus

Practice Theory and Consumer Research – a Readings Course, 6 ECTS

Time and Place: Jönköping International Business School (JIBS), December 15th 2010-March 31st 2011.

Course Examiner and Coordinator: Helén Anderson, Jönköping International Business School, ahel@jibs.hj.se

Course language: English

Prerequisites

The course is intended for Doctoral and Master students in Business Administration but is open for doctoral students also in other subjects. No special prerequisites for doctoral students. For students on Master's level a first year of Master's studies is required as prerequisite. For participants outside JIBS the course fee is 250 Euros. Students from universities having cooperation agreements with JIBS do not pay a fee.

Education Cycle

Third cycle, doctoral program course

Specialised study in the main field

Marketing, Practice Theory and Consumer Research

Intended Learning Outcomes

- The doctoral student understands the theoretic frame of reference for practice theory
- The doctoral student has knowledge on how practice theory is applied in consumer research in general
- The doctoral student comprehends a practice theory approach in dissertations in consumer research

Contents

The 'practice turn' in social sciences has fostered a wide variety of research in fields like marketing, accounting, organisation theory, strategy and others. This readings course is designed to familiarise the participants with key literature in practice theory with a particular emphasis set on the relevance of the respective literature for the Marketing and Consumer Research field.

Under the practice theoretical umbrella, this readings course mainly focuses on practice theory based on Schatzki and actor-network-theory based on Latour and Callon. Additionally, the readings include introductions to practice theory based on Bourdieu. The theoretical application will be covered by readings of dissertations in Business Administration especially Marketing dated 2000 and onwards.



The readings course include an introduction on December 15th at 2PM, and two seminars on January 27th at 2-4PM and March 31st at 2-4 PM.

Type of Instruction

Based on in-depth reading of the suggested literature, the students will produce one written document outlining key aspects and arguments of all readings as well as the relevant implications for their studies. Additionally, the students will write a short paper (1-2 pages) on their reflections about the readings in total. Both documents build the basis for a discussion with the supervisor that will conclude the examination of the readings course. Active participation at seminars is required.

The division of readings will be made during the introductory seminar in December.

Examination

Two individual papers and active participation in two seminars. The course grade is pass or fail.

Course evaluation

Course evaluation will be conducted in connection to the final seminar.

Course literature

Practice theory:

Books:

- Schatzki, T.R., (1996). *Social practices: a Wittgensteinian approach to human activity and the social*. Cambridge: Cambridge University Press.
- Schatzki, T.R., Knorr-Cetina, K. and Savigny, E.v., (2001). *The practice turn in contemporary theory*. London: Routledge.
- Schatzki, T.R., (2002). *The site of the social: a philosophical account of the constitution of social life and change*. University Park, Pa.: Pennsylvania State University Press.
- Bourdieu, P. and Nice, R., (1977). *Outline of a theory of practice*. Cambridge: Cambridge Univ. Press.
- Bourdieu, P., (1986). *Distinction: a social critique of the judgement of taste*. London: Routledge & Kegan Paul.
- Bourdieu, P., (1990). *The logic of practice*. Stanford, Calif.: Stanford University Press.
- Bourdieu, P., (1998). *Practical reason: on the theory of action*. Oxford: Polity.

Articles and Book Chapters:

- Schatzki, T.R., (2003). 'A New Societist Social Ontology'. *Philosophy of the Social Sciences*, 33 (2):174-202.
- Schatzki, T.R., (1997). 'Practices and action'. *Philosophy of the Social Sciences*, 27 (3):283.



Actor-network theory:

Books:

- Callon, M., (1998). *The laws of the markets*. Oxford: Blackwell.
- Callon, M. and Latour, B., (1981). 'Unscrewing the big Leviathan: how actors macro-structure reality and how sociologists help them to do so'. In: Knorr-Cetina, K.D. and Cicourel, A.V. (eds). *Advances in social theory and methodology: toward an integration of micro- and macro-sociologies*. Boston: Routledge & Kegan Paul, 277-303.
- Latour, B., (1987). *Science in action: how to follow scientists and engineers through society*. Cambridge, Mass.: Harvard Univ. Press.
- Latour, B., (2005). *Reassembling the social: an introduction to actor-network-theory*. Oxford: University Press.

Articles and Book Chapters:

- Shove, E. and Pantzar, M. (2005), "Consumers, producers, practices: Understanding the Invention and Reinvention of Nordic Walking", *Journal of Consumer Culture*, Vol 5(1): 43-64
- Schau, Hope Jensen, Albert M. Muñoz, Jr. and Eric J. Arnould, (2009) "How brand community practices create value", *Journal of Marketing*.
- Warde, Alan (2005), "Consumption and Theories of Practice", *Journal of Consumer Culture*, 5 (2), 131-153.
- Swidler, Ann (2001), "What Anchors Cultural Practices," in Theodore Schatzki, ed. *The Practice Turn in Contemporary Theory*, London: Routledge, 74-92.
- Prior, Nick. 2008. Putting a Glitch in the Field: Bourdieu, Actor Network Theory and Contemporary Music. *Cultural Sociology* 2, no. 3 (November 1): 301-319.
- Latour, B., (1986). 'The Power of Associations!'. In: Law, J. (ed). *Power, action, and belief: a new sociology of knowledge*. London: Routledge & Kegan Paul.

Dissertations

Two dissertations of choice for each student. The choice of dissertations shall be presented and accepted by course coordinator at the January seminar.

Minor additional readings may be presented at the December seminar.