



## Course Unit: Special Aspects of Marketing: Cultural Industries (B 51)

Semester	1
Hours per week	4
Contact hours (total)	32 h
Individual study	58 h

Language of Tuition/Assessment	English
Group size (max)	20
ECTS credits	3
Lecturer	Prof Dr. Scott Henderson, Brock University, CANADA

**Objectives:** The cultural industries, and popular culture more broadly, provide both entertainment and information, while also being sophisticated global businesses. The rapid rise of mass culture, and the cultural industries from the mid 19<sup>th</sup> century onwards, has been instrumental in shaping contemporary culture, while also being a focus of a great deal of criticism. This course will consider the history of the cultural industries, while also engaging with some of the key theories that have been employed to try to understand it. These approaches will help us to understand the business model of the industries, the impact of globalization, and areas such as branding and marketing of culture.

**Content:**

- Module 1: Introduction to the study of the Cultural Industries and Popular Culture
- Module 2: History of Cultural Studies: Understanding Folk, Mass, and Popular Cultures
- Module 3: The Culture and Civilization Debate
- Module 4: Mass Culture Theory: The Frankfurt School
- Module 5: The Business of Popular Culture: Case Study of the Rise of the Mobile Phone Industry
- Module 6: Branding, Lifestyles, and Cultural Industries
- Module 7: Globalization and Consumption: Analysis of the Pokemon Phenomenon

**Method:** Interactive Lecture with various active learning exercises.

**Prerequisites:** This course does not build up on any other courses offered on campus. It is therefore suitable for first-semester students. As the language of instruction and assessment will be English, students need to be fluent in English - both in terms of oral and written communication.

**Assessment:** Final exam (30%), written essay paper (30%), oral presentation (20%), and discussion participation (20%). The course will be offered during the first teaching term (27 September 2017 - 15 November 2017).

**Readings:** Will be announced through myStudy.