Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | Colonialism in the marketplace |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | Faculty of Management |
| Course ID | | ------------- |
| Erasmus code / ISCED | | **---------------** |
| Course groups | | IBP & Short-term students |
| Period when the course is offered | | 2 – 6 June, 2024 |
| Short description | | This module examines the ongoing colonial dynamics in the marketplace. |
| Type of course: | | Lecture (first 45 min)  Seminar/Workshop |
| Full description | | This module builds on and advances students' prior knowledge by introducing decolonial and postcolonial theories to interrogate conventional Eurocentric concepts in marketing. By providing case studies from marginalized communities, predominantly from countries in the Global South, the module examines historical colonial issues around race, ethnicity, gender, and classism such as discriminatory racial practices, targeting vulnerable consumers, and the impact of these practices on marginalized communities. In this way, challenging the dominant view opens up space for diverse perspectives and voices to be heard and for new marketing ideas and practices to emerge. |
| Prerequisites | Formal | Principles of marketing |
| Initial | Knowledge of basic concepts of marketing and economy |
| Learning outcomes | | 1. Demonstrate an understanding of decolonial and postcolonial concepts in marketing 2. Demonstrate critical awareness of the impact of coloniality in marketing practices 3. Critically reflect on dominant marketing concepts and practices 4. Develop marketing ideas aimed to foster racial, class, and gender equality as well as responsible consumption and production. |
| ECTS credit allocation (and other scores) | | 2 |
| Assessment methods and assessment criteria | | Group presentation  Individual reflection  Observation |
| Examination | | 70 % Group presentation (15 minutes)  25% Individual reflection  5% Observation (attendance, participation in class)  Passing threshold: 50% |
| Type of class | | Lecture (first 45 min)  Seminar/Workshop |
| Method of implementation of the subject | | In class |
| Language | | English |
| Bibliography | | **COLONIAL ROOTS OF MARKETING**  **Mandatory**   * Giana M. Eckhardt, Russell Belk, Tonya Williams Bradford, Susan Dobscha, Güliz Ger & Rohit Varman (2022) Decolonizing marketing, Consumption Markets & Culture, 25:2, 176-186, DOI: 10.1080/10253866.2021.1996734 * [Francis, J.N.P.](https://www.emerald.com/insight/search?q=June%20N.P.%20Francis) (2023), "Rescuing marketing from its colonial roots: a decolonial anti-racist agenda", [*Journal of Consumer Marketing*](https://www.emerald.com/insight/publication/issn/0736-3761), Vol. 40 No. 5, pp. 558-570. <https://doi.org/10.1108/JCM-07-2021-4752>   **POSTCOLONIAL CONSUMERS**   * Anthony Patterson & Stephen Brown (2007) Inventing the pubs of Ireland: the importance of being postcolonial, *Journal of Strategic Marketing*, 15:1, 41-51, DOI: 10.1080/09652540601129999 * Bhambra, G. K. (2014) Postcolonial and decolonial dialogues, Postcolonial Studies, 17:2, 115-121, DOI: 10.1080/13688790.2014.966414   **RACISM IN THE MARKETPLACE**   * Mitchell, T. A. (2020) Critical Race Theory (CRT) and colourism: a manifestation of whitewashing in marketing communications?, Journal of Marketing Management, 36:13-14, 1366-1389, DOI: 10.1080/0267257X.2020.1794934 * Varman, R., Belk, R. W., & Sreekumar, H. (2023). Post-Colonial Consumer Respect and the Framing of Neocolonial Consumption in Advertising. *Journal of Consumer Research*, Volume 51, Issue 2, August 2024, Pages 362–382, <https://doi.org/10.1093/jcr/ucad063>   **CULTURAL APPROPRIATION**   * Zanette, M. C., Brito, E. P. Z., Fontenelle, I. A., & de Camargo Heck, M. (2021). Eating one’s own otherness: When producers commercialize their ethnicities. *Journal of Business Research*, *129*, 134-144. * Zakrzewska, B., Beverland, M., and Manning, S.D. (2024). Cultural appropriation and appreciation. *Organization Studies.* |
| Internship as part of the course | | No |
| Coordinators | | Belinda Zakrzewska |
| Group instructors | | Belinda Zakrzewska |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | Belinda Zakrzewska |
| Title | Colonialism in the marketplace |
| Type of class: | Lecture (first 45 min)  Conversatory seminar |
| Learning outcomes defined for didactic method used during the course | 1. Demonstrate an understanding of decolonial and postcolonial concepts in marketing 2. Demonstrate critical awareness of the impact of coloniality in marketing practices 3. Critically reflect on dominant marketing concepts and practices 4. Develop marketing ideas aimed to foster racial, class, and gender equality as well as responsible consumption and production. |
| Assessment methods and assessment criteria for didactic method used during the course | Group report  Individual reflection  Observation |
| Examination for didactic method used during the course | 70 % Group presentation (15 minutes)  25% Individual reflection  5% Observation (attendance, participation in class)  Passing threshold: 50% |
| Range of content | 1. Colonial roots of marketing 2. Postcolonial consumers 3. Racism in the marketplace 4. Cultural appropriation 5. Revision session |
| Didactic methods | **Monday to Thursday sessions will consist of**   * Lecture (45 min) * 15 min break * Discussion (45 min) * 5 min break * Groupwork (40 min)   **Friday will consist of:**   * Revision of topics * Presentations |
| Bibliography | **COLONIAL ROOTS OF MARKETING**  **Mandatory**   * Giana M. Eckhardt, Russell Belk, Tonya Williams Bradford, Susan Dobscha, Güliz Ger & Rohit Varman (2022) Decolonizing marketing, Consumption Markets & Culture, 25:2, 176-186, DOI: 10.1080/10253866.2021.1996734 * [Francis, J.N.P.](https://www.emerald.com/insight/search?q=June%20N.P.%20Francis) (2023), "Rescuing marketing from its colonial roots: a decolonial anti-racist agenda", [*Journal of Consumer Marketing*](https://www.emerald.com/insight/publication/issn/0736-3761), Vol. 40 No. 5, pp. 558-570. <https://doi.org/10.1108/JCM-07-2021-4752>   **POSTCOLONIAL CONSUMERS**   * Anthony Patterson & Stephen Brown (2007) Inventing the pubs of Ireland: the importance of being postcolonial, *Journal of Strategic Marketing*, 15:1, 41-51, DOI: 10.1080/09652540601129999 * Bhambra, G. K. (2014) Postcolonial and decolonial dialogues, Postcolonial Studies, 17:2, 115-121, DOI: 10.1080/13688790.2014.966414   **RACISM IN THE MARKETPLACE**   * Mitchell, T. A. (2020) Critical Race Theory (CRT) and colourism: a manifestation of whitewashing in marketing communications?, Journal of Marketing Management, 36:13-14, 1366-1389, DOI: 10.1080/0267257X.2020.1794934 * Varman, R., Belk, R. W., & Sreekumar, H. (2023). Post-Colonial Consumer Respect and the Framing of Neocolonial Consumption in Advertising. *Journal of Consumer Research*, Volume 51, Issue 2, August 2024, Pages 362–382, <https://doi.org/10.1093/jcr/ucad063>   **CULTURAL APPROPRIATION**   * Zanette, M. C., Brito, E. P. Z., Fontenelle, I. A., & de Camargo Heck, M. (2021). Eating one’s own otherness: When producers commercialize their ethnicities. *Journal of Business Research*, *129*, 134-144. * Zakrzewska, B., Beverland, M., and Manning, S.D. (2024). Cultural appropriation and appreciation. *Organization Studies.* |
| Group limit |  |
| Time span |  |
| Location |  |