

COURSE SYLLABUS:
**CANONICAL READING IN SOCIAL SCIENCE FOR MANAGEMENT AND
MARKETING : THE EMBEDDEDNESS OF THE ECONOMY**
(6-7,5 ECTS cr.)

Aalto University School of Business School, November 2021

Course description

Organization & Faculty

The course is designed as a 3-day intensive doctoral seminar organized at Aalto University School of Business at the Otaniemi campus. Our instructor team consists of Eric Arnould and Henri Weijo, course responsible parties and specialist scholars with expertise in particular theoretical traditions.

Eric Arnould, Senior Fellow, Aalto University School of Business, Finland

Henri Weijo, Associate Professor, Aalto University School of Business, Finland

Learning outcomes

Upon completion of the course, students will be able to:

- Recognize some central streams of contemporary social scientific discourses underlying strategic management and marketing scholarship.
- Recognize what it means to speak of embeddedness of the economy
- Critically evaluate the strengths and weaknesses of contemporary social scientific discourses underlying strategic management and marketing scholarship.
- Understand converging and diverging perspectives in contemporary social scientific discourses underlying strategic management and marketing scholarship
- Recognize research opportunities in strategic marketing and consumer research based on contemporary social scientific discourses.

Learning methods

This course is an intensive 3-day course, each course day consisting of 2-3 modules. Learning methods are a combination of lectures and interactive group discussions on the pre-readings and assignments.

Pre-readings

The reading package consists of altogether ~25 (6-7,5 credits) book chapters. Generally speaking, whole books are not assigned. Academic discussion on the assigned pre-readings and completion of the related pre-assignment are important parts of class participation and passing the course. In order to be appropriately prepared for the 3 course days, the students are expected to complete all pre-readings assigned to the modules. Students are expected to read the mandatory readings in advance for each session. Additional readings are recommended for getting a deeper understanding of the topic of the session.

Pre-assignment

In addition to reading the article package assigned to the course, the students are expected to write QAQC-analyses of **one** of the mandatory chapters for each session. Please write succinctly, preferably no more than half a page per chapter.

QAQC analysis consists of the following steps:

- **Quote:** Select a quote from the book that summarizes the study, using the words of the author(s).
- **Argument:** Summarize the main argument of the paper in your own words. No more than a few sentences.
- **Question:** Pose a question that you would like to discuss in the classroom.
- **Connection:** Describe how the focal chapter relates to other chapters. No more than a few sentences are required.

The idea of the pre-assignment is to encourage students to read through the assigned reading before the course and it also functions as a springboard for discussion during the course. The instructors will primarily direct discussion to focus on the questions posed by the students.

We strongly recommend that you do the pre-assignment before the contact period to maximize your learning. However, this is not strictly enforced. The deadline for handing in the pre-assignment is after the contact period.

Class participation and discussion

All the participants are expected to participate in class and contribute actively to the group's learning experience. Staff have carefully selected the pre-readings to stimulate constructive discussions on each topic, and the instructors will facilitate the discussions in a team-teaching format. The general aim of the course is to develop critical thinking and debate about theoretical discourses both in strategic management and marketing.

Final course assignment

Expand one of the QAQC assignments into a more extended discussion that develops a relationship between this reading and the student's focal research project. In other words, show how this foundational scholarship could influence the way in which you formulate your research questions or develop your study. Write somewhere between 5 and 10 pages.

Assignment due dates

In order to complete the course, the students are expected to:

- Read the assigned pre-readings for each module (prior to the course).
- Complete and return the pre-assignment as part of the final course assignment.
- Attend all 3 intensive course days and participate actively in the class discussions (during the course).
- Complete an independent final course assignment and return it **by 31.12.2021**.

All the **assignments should be returned to the course coordinator**, Eric Arnould. No late submissions will be accepted.

Course schedule

The course consists of seven to nine (7-9) modules spanning the 3 days at Aalto University. A more detailed schedule will be provided during the course. Readings listed here are indicative, rather than definitive. **This reading package consists of altogether ~25 (6-7,5 credits) book chapters. Generally speaking, whole books are not assigned.**

Day 1 (5 November , 1000-15:00)

| Course Introduction & Welcome | |
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| Introduction to Aalto | Eric Arnould |
| Faculty introduction & course practicalities | Members of the professorial team |

| Module 1 | | |
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| LISTED READINGS ARE INDICATIVE AND SUBJECT TO CHANGE AT PROFESSORS' DISCRETION | | |
| Mandatory readings | <i>Instructors</i> | <i>Discussants</i> |
| <p>Marcel Mauss <i>The Gift</i>, New York: W.W. Norton, 6-59.</p> <p>Godelier, Maurice (1999), <i>The Enigma of the Gift</i>. Chicago: University of Chicago Press, 10-41.</p> <p>Sahlins, Marshall (2013), "On the culture of material value and the cosmography of riches," <i>HAU: Journal of Ethnographic Theory</i>, 3 (2): 161–95.</p> | Eric Arnould | |
| <p>Additional further reading:</p> <p>Godbout, Jacques T. and Alain C. Caillé (2000), <i>The World of the Gift</i>, McGill-Queen's University Press.</p> <p>Weiner, Annette (1992), <i>Inalienable Possessions</i>, University of California Press.</p> <p>Curasi, Carolyn Folkman, Linda L. Price, Eric J. Arnould (2004), How Individuals' Cherished Possessions Become Families' Inalienable Wealth, <i>Journal of Consumer Research</i>, 31(December), 609–622.</p> <p>Figueiredo, Bernardo and Daiane Scaraboto (2016) "The Systemic Creation of Value through Circulation in Collaborative Consumer Networks", <i>Journal of Consumer Research</i>, 43(4), 509-533</p> <p>Giesler, Markus (2006), Consumer gift systems. <i>Journal of Consumer Research</i>, 33(September), 283-290.</p> <p>Weinberger, Michelle F. and Melanie Wallendorf (2012), Intracommunity Gifting at the Intersection of Contemporary Moral and Market Economies, <i>Journal of Consumer Research</i>, 39(June), 74–92.</p> | | |

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| Module 2 | Instructor | |
| Mandatory reading | | |
| <p>From Karl Polanyi (1944 [2001 edition]), <i>The Great Transformation</i>, Boston: Beacon Press</p> <p>Introduction to 2001 edition by Fred Lock</p> <p>Chapter 3: "Habituation versus Improvement"</p> <p>Chapter 4: Societies and Economic Systems</p> <p>Chapter 5: Evolution of the Market Pattern</p> <p>Dannie Kjeldgaard, Karl Polanyi, <i>Whence the Marketing Mind</i></p> | Kushagra Bhatnagara | Henri Weijo |
| <p>Additional further reading:</p> <p>From Block and Somers (2014), <i>The Power of Market Fundamentalism</i></p> <p>Chapter 1: "Karl Polanyi and the Power of Ideas"</p> <p>Chapter 2: "Beyond the Economistic Fallacy"</p> <p>Polanyi 1947: Our obsolete market mentality</p> <p>Varman and Costa (2009): Competitive and cooperative behavior in embedded markets: Developing an institutional perspective on bazaars</p> | | |

Day 2 (12 November, 1000-1700)

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| Module 5 | <i>Instructor</i> | <i>Discussant</i> |
| Mandatory Reading | Dannie Kjeldgaard | Hedon Blakaj |
| <p>Bourdieu (1977): <i>Outline of a Theory of Practice</i>, Cambridge University Press, pp 72-95</p> <p>Bourdieu (1986): The forms of Capital, in Richardson, J.: <i>Handbook of Theory and Research for the Sociology of Education</i>, pp 241-258</p> <p>Bourdieu 1984, <i>Distinction. A Social Critique of the Judgement of Taste</i>, Introduction pp 1-8; chapter 4 pp 226-256</p> | | |
| Supplementary readings | | |
| <p>Holt, Douglas B. "Distinction in America? Recovering Bourdieu's theory of tastes from its critics." <i>Poetics</i> 25.2-3 (1997): 93-120.</p> <p>Holt, Douglas B. "Does cultural capital structure American consumption?" <i>Journal of consumer research</i> 25.1 (1998): 1-25.</p> <p>Saatcioglu, Bige, and Julie L. Ozanne. "Moral habitus and status negotiation in a marginalized working-class neighborhood." <i>Journal of Consumer Research</i> 40.4 (2013): 692-710.</p> <p>Üstüner, Tuba, and Douglas B. Holt. "Toward a theory of status consumption in less industrialized countries." <i>Journal of consumer research</i> 37.1 (2010): 37-56.</p> | | |

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| Module 6 | | |
| Mandatory readings | <i>Instructors</i> | <i>Discussants</i> |

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| Baudrillard, Jean (2000 [1969]), "The Ideological Genesis of Needs" reprinted in J. Schor & D.B. Holt, eds., <i>The Consumer Society Reader</i> , New York: The New Press, 57-80 | Søren Askegaard | Eric Arnould |
| Baudrillard, Jean (1993 [1976]), "The Order of Simulacra", in <i>Symbolic Exchange and Death</i> , London: Sage, 50-86. | | |
| Baudrillard, Jean (1998 [1970]), "Towards a Theory of Consumption", in <i>The Consumer Society</i> , London: Sage, 69-85 | | |
| Additional Further Reading | | |
| Butler, Rex (1999), Introduction: Reading Jean Baudrillard on his own Terms", in Jean Baudrillard. <i>The Defence of the Real</i> , London: Sage, 1-22. | | |
| Østergaard, Per & James Fitchett (2012), Relationship Marketing and the Order of Simulation. <i>Marketing Theory</i> , 12 (3), 233-249. | | |

| Module 7 | | |
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| Mandatory readings | <i>Instructors</i> | <i>Discussants</i> |
| Said, E. W. (1978) <i>Orientalism</i> , London: Routledge & Keegan Paul Ltd - Introduction parts I & II + Orientalism now part I | Julie Emetspool | |
| Bhabha, H. (1994) <i>The Location of Culture</i> , Abingdon: Routledge - Chapter 3: The Other Question: Stereotype, discrimination and the discourse of colonialism (27 pages) & Chapter 4: Of Mimicry and Man: The ambivalence of colonial discourses | | |
| Spivak, G. C. (1988), "Can the Subaltern Speak?", in <i>Marxism and the Interpretation of Culture</i> , eds Nelson C. and Grossberg, L., Basingstoke: MacMillan Education, pp. 271-313 | | |
| For further Reading | | |
| Fanon, F. (1967 [1952]) , <i>Black Skin, White Faces</i> , London: Pluto Press - Chapter 5: The Fact of Blackness | | |

Day 3 (26 November, 1000-1500)

| Module 8 | | |
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| Mandatory readings | <i>Instructors</i> | <i>Discussants</i> |
| From David Graeber (2012), <i>Debt The First 5000 Years</i> , Melville House Publishing, the following chapters: | Henri Weijo | Eric Arnould |
| Chapter 1: On the Experience of Moral Confusion | | |
| Chapter 2: The Myth of Barter | | |
| Chapter 5: A Brief Treatise on Moral Grounds of Economic Relations. | | |

| Module 9 | | |
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| Mandatory readings | <i>Instructors</i> | <i>Discussants</i> |
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| Bruno Latour, Reassembling the Social, Reassembling the social, Oxford University Press: Introduction, Introduction to Part I., Introduction to part II. & How to keep the social flat. In other words, pp. 1-26 + pp. 159-172. | Domen Bajde | Eric Arnould |
| For further reading | | |
| Students could also read Chapter 1 (pp.25-46) from Latour's Inquiry into modes of existence Bajde, Domen (2013). Consumer culture theory (re) visits actor-network theory: Flattening consumption studies. Marketing theory, 13(2), 227-242. | | |

Applying to the course

Only doctoral students are accepted to the course. The course will accept the maximum of 20 students.

The course is free of charge for the participants. The students are, however, expected to self-fund their travel and other expenses. Attending the entire course and completing the given course assignments is a precondition for receiving the course diploma.

To apply to the course, each applicant must submit a 1-3 page application, including the basic information of the applicant (name, contact information, place of study), motivation for applying, and a short research plan for the doctoral thesis (describing the research objective, data, and research methods). To apply to the course, **e-mail your application to the course coordinator, Eric Arnould, eric.arnould@aalto.fi, by October 15, 2021**. Your e-mail should be titled as 'Canonical Readings Seminar'. Notification of acceptance will be sent by 20th October, 2021.

Additional information

Please, contact the course coordinators, Eric Arnould, eric.arnould@aalto.fi or henri.weijo@aalto.fi.