

Georg-August-Universität Göttingen Module M.WIWI-HGM.0008: Global History of Marketing and Mass Consumption	6 C 2 WLH
Learning outcome, core skills: Students will become familiar with the development of modern marketing instruments, including advertising, mass distribution, and market research. They will be able to critically analyze the role of marketing in the emergence of modern mass consumer societies. They will be able to identify major problems of transcultural marketing and they will learn to apply this theoretical and contextual knowledge to the analysis of specific historical case studies.	Workload: Attendance time: 28 h Self-study time: 152 h
Course: M.WIWI-HGM.0008.Sem Global History of Marketing and Mass Consumption (Seminar) <i>Contents:</i> The course will familiarize students with basic aspects of the development of mass marketing structures in the 19th and 20th century. Special emphasis will be on rise of the advertising and consulting industries as creative centers of modern consumer capitalism. Texts and discussion will focus particularly on specific corporate cultures of marketing management, practices of transnational knowledge exchanges, the global perception of American consumer society and regional differences and variations in consumer culture. In many industries, marketing long had to pursue global strategies with strong regional and local accents.	2 WLH
Examination: Term Paper (max. 15 pages) with presentation (approx. 15 minutes) M.WIWI-HGM.0008.Mp: Global History of Marketing and Mass Consumption Examination prerequisites: Regular attendance.	6 C
Examination requirements: Familiarity with the basic structural developments of modern mass consumer capitalism and marketing; ability to identify problems of transcultural marketing and regional variations in the development of modern consumer cultures.	
Admission requirements: none	Recommended previous knowledge: none
Language: English	Person responsible for module: Prof. Dr. Hartmut Berghoff
Course frequency: each winter semester	Duration: 1 semester[s]
Number of repeat examinations permitted: twice	Recommended semester: 3
Maximum number of students: 25	