GENDER STUDIES 302-4  Engendering Consumption

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COURSE DESCRIPTION
This course will identify and examine the mobilization of gender to increase and sustain consumption in the transition to and flourishing of modern consumer economies (1800s to today) as well as how marketing and advertising simultaneously promote gender stereotypes, notably but not exclusively the widespread image of women as consumers. To locate and evaluate the role of gender among other factors in advertising, marketing, shopping, and consumer behavior, students will also consider the intersection of gender and age and sexual preference, notably but not exclusively in niche marketing and cross-advertising. Thus there will be units on youth/lad/girl marketing, on the differences between gay, lesbian, and homospecptoral advertising and marketing. Products considered will include cars, cosmetics, fashion, and home appliances, tools, and more generally, the home. Examples will be drawn from North America and Europe.

REQUIRED TEXTS


In addition students will be required to consult at least one on-line advertising and marketing site available through the University Library. These sites are listed on the syllabus.

ASSIGNMENTS AND GRADING STRUCTURE
Tutorial participation 20%
Oral/visual presentation during tutorials (weeks 3 to 13) 10%
On-line report (due week 9) 15%
Short paper (5-7 pages, due week 5) 25%
Term paper (10 –15pages, due week 13) 30%

THE DEPARTMENT OF WOMEN’S STUDIES ENCOURAGES CLARITY OF THOUGHT AND EXPRESSION AND GOOD WRITING. STUDENTS WILL BE EVALUATED ON THESE SKILLS IN ALL COURSES GIVEN BY THE DEPARTMENT